

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII.

NEW YORK, JUNE 10, 1908.

NO. II.

The Capper Publicity Campaign.

PRINTERS' INK has sold me this space every other week for a period of one year. It will cost me over \$2,000—a rather expensive publicity campaign to be sure, but I am confident I can use the space in a way that will be profitable to myself as well as a large number of PRINTERS' INK readers.

I publish five high-class newspapers, known as the Capper publications, each supreme in its field: The *Topeka Daily Capital*, with 26,500 circulation; the *Missouri Valley Farmer*, with 200,000 circulation; the *Farmers' Mail and Breeze*, with 70,000 circulation; the *Kansas Weekly Capital*, with 50,000 circulation, and the *Household Magazine*, with 300,000. Fourteen years' hard work has put these papers where they are—papers that have a tenacious grip on their readers and that have demonstrated their advertising power in most convincing fashion.

I have on my desk a carefully prepared list of over 300 important advertisers who, in my judgment, should be using one or more of my publications; there are others, no doubt, but I particularly desire to reach these 300 through PRINTERS' INK. I want these people to know more about the advertising situation in this the world's greatest wealth-producing center. I have no "hot air" to give them; no buncombe; no cut-and-dried stereotyped advertising effusion to weary them with—simply a candid, honest, explicit, statement of facts and in-

formation about five unusual publications and their territory, which will be of undoubted value to any one who is spending a considerable amount for publicity.

I shall not attempt to show that advertising miracles can be worked through my papers. But I shall tell of the class of people we reach, the conditions existing in the territory we cover, the possibilities of the service we are able to render, of the actual tangible, business results we have brought year after year to our advertisers, and of some of the largest and most successful businesses in the West that have been built up by the liberal use of our advertising columns.

I have no use for such glittering generalities and bombastic assertions in newspaper exploitation as "you cannot cover Kansas without using the *Capital*," etc. I hold that the advertiser is entitled to something more than the self-satisfying assurance of the publisher that his publication "has the largest circulation in Kansas." Therefore, the space in PRINTERS' INK which I am to control for the next twelve months will be devoted mainly to a plain, straightforward recital of advertising facts.

In the next issue I shall tell why, in my judgment, Kansas just now offers greater opportunity than any other State for advertising investment.

Arthur Capper

TOPEKA, Kan., June 5, 1908.

*The Twentieth Anniversary
of the Establishment
of PRINTERS' INK.*

JULY 15, 1908

On July 15th just twenty years to a day will have elapsed since PRINTERS' INK began publication. It is deemed an occasion of sufficient importance to American advertisers to celebrate by the issue of a Special Edition, to be devoted to the interests of both General and Local Advertisers. Plans for the Special Issue have been in the making for months past. Articles will be contributed by many of the men who assisted in the paper's publication a score of years ago. Other articles of importance will be devoted to descriptions of present-day advertising campaigns.

No effort will be spared in making the issue worthy in every way of the important occasion which it will commemorate. The size of the edition will be greatly augmented in order that copies may be sent to many advertisers and business men who are not now subscribers, but who will probably wish to subscribe after receiving the Special Issue.

The Anniversary Number will be an unusual opportunity for publishers who have a message for General Advertisers. Reservations for space, if made **now**, will insure the best location possible when the time comes to make up the paper. Advertising rates remain the same as in regular issues—\$40 a page, and double price if special position is specified.

Forms Close July 8th.

**PRINTERS' INK,
10 Spruce Street, New York City.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIIL

NEW YORK, JUNE 10, 1908.

NO. 11.

SELLING REAL ESTATE BY FORM LETTERS.

HOW FORM LETTERS ARE PRODUCED
—OUTLINE OF A REALTY CAM-
PAIGN MADE UP SOLELY OF FORM
LETTERS AND BOOKLETS.

This article tells of a brief advertising campaign which was conducted last fall by one of the most successful New York real estate operators in high-class residential suburban property. It was of a novel nature, in that the mediums employed were form letters and booklets. These two agents proved unexpectedly resultful. Although more than seven months have elapsed since the first set of form letters was mailed, inquiries are still coming in and sales are being made that are directly traceable to those letters.

The campaign, as a whole, was so successful that preparations are being made to repeat it in part this year. Without divulging the names of the advertisers and the property advertised, it may be said that the campaign was planned and executed by the Seymour Dudley Co., of 64 Fulton street, New York, under the personal direction of F. Seymour Dudley, the company's president.

Every advertising campaign depends for its success upon certain basic elements. In a form letter advertising campaign one of the most important of these elements is the appearance of the letter. It is generally believed that it is far better not to attempt to give to a form letter a personal appearance if the effect cannot be perfectly imparted. But where a perfect fac-simile type-

written letter is produced, it is possibly one of the most effective forms of advertising, if the phraseology is good.

The methods ordinarily employed in the production of typewritten letters are such that it is almost impossible to secure a "body" that will correspond exactly with the "filling-in." The trouble is that the ordinary printing press exerts a slow-yielding pressure of, say, 500 pounds to the square inch, while the typewriter strikes a light rebounding blow. The impression in the first case is cold, clear-cut, regular, and palpably a production of the printing press. The impression made by the typewriter, on the other hand, is more or less blurred and irregular, and hence a perfect match between the two is impossible.

Some concerns strive to overcome this difficulty by inserting a sheet of linen or cotton cloth in the press between the type and the paper. This, however, while it helps to negative the coldness of the impression, does not entirely overcome the mechanical appearance of the letter. The solution of the problem seems to have been found by the Seymour Dudley Company. This company has built for its work a new kind of a printing press, called an enlarged typewriter, and in its action there is a striking resemblance to the work of a typewriter. Instead of the slow-yielding movement of the regular printing press, the new machine, which has a capacity of 2,000 letters an hour, strikes a bounding, hammer blow, through a moving ribbon, making an impression that has all the characteristics and in-

dividuality of typewriting. The new press is covered by patents, is not for sale, and is used only by the Seymour Dudley Company. There is, therefore, a reason for the high quality of letters which this concern turns out.

Another important element in a form letter advertising campaign is the list of prospective customers to whom the letters are sent. The real estate operator making this campaign found that the best results are obtainable only where the lists are compiled by personal canvassing or some other dependable manner. In the matter of its lists this campaign is especially interesting. Not a name was admitted to the lists that was not subjected to the keenest sort of scrutiny. No mailing literature was sent out to any person whose annual income did not run up into five figures. The reason for this rather stringent requirement as to income was made necessary by the fact that the property to be advertised was not of a character that men on small salaries could afford to buy it.

The names themselves were secured by a personal canvass of the leading apartment, houses and residences of the upper West Side in Manhattan. The names thus secured were verified by the city and telephone directories, and then checked off according to income by Dun and Bradstreet. The lists, as completed, for this section numbered some 20,000 names, and represented for the compilation a cost of something like \$300, or 1½ cents for each name.

Not the least noteworthy feature of the campaign was its brevity. In its entirety it numbered only two letters and two booklets. The point may be made here that form letters, booklets or newspaper advertisements will not generally sell real estate directly. Few sane persons will invest money in real estate until they have had an opportunity of examining the property for themselves. The most that can be expected from any real estate ad-

vertisement is that, by producing a reasonable number of inquiries or personal visits to the property, it furnishes the necessary raw material for the salesmen to work. Judged by this measure of effectiveness, the form letters and booklets in this campaign were very successful.

The first letter in the campaign was brief, to the point, and yet so interestingly worded as to insure a complete and attentive perusal. It was reproduced on a russet shade of crash-finished paper and read in part as follows:

MY DEAR SIR:—

We have asked each of our several hundred purchasers of home-building lots at to suggest a few friends whom they would like to have for neighbors, and among others your name has been given to us.

To one who would enjoy the charm of country life with all its advantages, yet with none of its inconveniences, affords the ideal. With its golf links, beautiful drives, pure water and delightful climate, it is hard to realize that the great and crowded metropolis is only 30 minutes distant.

Whether a home in the country can be a present-time reality or must remain a cherished hope of the future, you will want to know more about than we can tell you in a letter. So with your permission, we are going to mail you some descriptive literature, together with detailed information, regarding our property either for investment or as a home site.

Will you kindly indicate on the enclosed post card whether you wish us to send the literature to your business or home address?

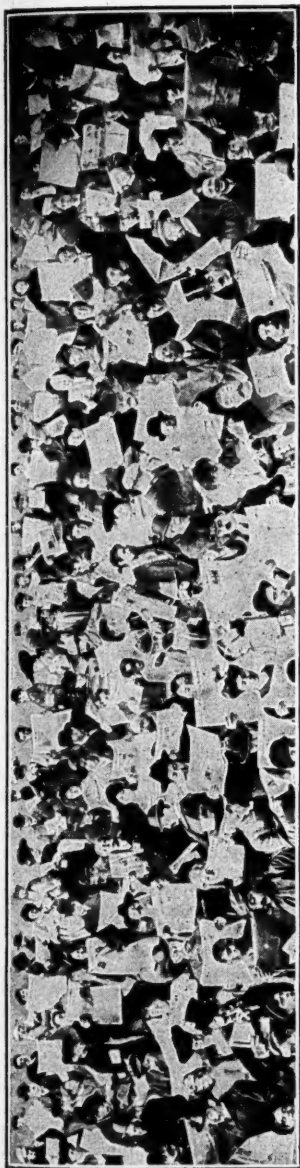
Very truly yours,

.....

Accompanying the first letter was a small booklet, printed on Alexandra book-paper, bound in crash-finished covers of the same stock, and illustrated with an insert photograph showing a model home built on the property in question. The booklet contained sixteen pages, all filled with the most convincing and interesting copy concerning the delights and advantages of country life that had been published in months. The style is so good and the arguments so full of logic that we reprint below a few specimen paragraphs:

You are a worker and a dweller in a great city—one destined to be the greatest city in the world.

(Continued on page 6.)



"In Philadelphia nearly everybody reads 'The Bulletin.'"

**The
Philadelphia Bulletin's
Circulation**

Net Average for April

256,152

Copies a Day

The circulation figures of the Philadelphia *Bulletin* mean more to the advertiser than first glance would indicate. They mean that over a quarter million daily buyers of the paper have confidence in its policy. And confidence in its policy means confidence in its advertising columns. *The Bulletin's* value to the local advertiser is great, because of its large circulation in his immediate vicinity. To the general advertiser it is invaluable, because "In Philadelphia nearly everybody reads *The Bulletin*."

You are not satisfied with the way you live—that goes without saying.

Suppose you were asked to outline how you would like to live; if it were possible to have things just as you wanted them.

Impossible, you would say off-hand. But if pressed, you would enumerate your wants about as follows:

First and foremost, you would like to live where the air is pure and where you could get plenty of outdoor exercise, for you recognize that these are the basis of health, and that health is the basis of your success in business.

In fact, if you have children, you will say that these two things are absolutely essential, because the youngsters must first have a good physical foundation. Health and cheerfulness go together to make a delightful household.

Wouldn't you like to wake up in the morning in a big, airy bed-room, refreshed by a quiet night's sleep, take a shower-bath in that cool spring water, that is just as fine to bathe in as it is to drink, and go downstairs to find upon your breakfast table a dish of luscious berries out of your own garden?

Wouldn't it be a great comfort, as you made your daily trip to town, to feel that wife and babies were getting so delightfully strong and healthy since you had moved to the country, and that it was possible to give them so many advantages and pleasures?

Wouldn't you feel, in fact, that you were living in the right sense of the word?

Write to us and begin to make arrangements now for that kind of a life. We will send you transportation on application.

To all who replied to the first booklet and letter a second booklet was mailed. This was done more to live up to the offer made in the first letter than to produce further results, as, having elicited the inquiries for the salesmen to work, the campaign had accomplished all that was looked for from it. This second booklet was gotten up therefore to supplement the earlier advertising and to make final preparations for the salesman's call. The booklet was considerably larger than the first, measuring nine by six inches. It was printed in Duotone Bronze Green, on India Tint coated paper, and bound in embossed covers of Strathmore, with silk stitching. The greater part of the booklet was given over to illustrations, and some thirty photogravures were included, showing the attractive features of the property.

Three weeks after the first letter was mailed a second letter

was gotten out to those who had not responded to the first. The second letter, prepared along very much the same lines as the first, was the last step in the campaign. Because of the generally satisfactory results, it was not considered necessary to pursue the campaign further.

Probably few real estate advertising campaigns that have been so successful as to results have cost so little to plan and carry out. According to the figures submitted by Mr. Dudley, who personally planned and executed the campaign, the cost of preparing the two letters with the booklets, was about \$1,250. To compile the mailing lists represented another \$300. And the cost of postage for the two letters and two booklets was not quite \$1,200. Thus the cost of the entire campaign was not over \$2,750. The lists of prospects numbered 20,000, and the results of the campaign were 2,000 inquiries, representing for each inquiry an outlay of \$1.27.

The inquiries which were received were of sterling quality. The careful compiling and editing of the lists in the first place, the high-grade character of the property, and the prestige of the operating company, all combined to create an interest on the part of persons who were able and likely to become purchasers.

It is impossible at this time to give figures showing the total volume of results. As long-pending sales, deterred by reason of the panicky atmosphere of last fall, are now being consummated, it is probable that the present figures will be greatly augmented by the pending sales activities. It may be stated accurately, however, that the results from this form letter campaign were so satisfactory that the company cut down its newspaper advertising by fully fifty per cent, and, furthermore, that up to date about four times as many lots were sold through the medium of this form letter campaign as by the advertising in the newspapers.

ALPHONSUS P. HAIRE

THEATER ADVERTISING.

No people, as a class, believe more firmly in the value of advertising than theatrical workers. No matter if they do sometimes become bizarre or sensational, they have faith, and faith covers a multitude of sins. The Sam S. Shubert playhouse, Utica, N. Y., is a theater that has been well advertised, and the value of the various schemes that have been used is attested by the splendid audiences that come, in response, to swell the profits of the proprietors. Following are given outlines of a number of trifling stunts perpetrated lately by the management.

It was announced that to those persons who could, within the space of ten seconds, say five times, without mumbling the words, the phrase, "Shrill shouts show Shubert shows shine," would be allowed the choice of any seat in the house at any performance. The writer does not know how many persons attempted to win seats but he ventures to assert that few succeeded in the task. This test was advertised on large window posters, billboards and the weekly house sheet. One weekly announcement that was, perhaps, more ridiculous than tasteful was merely this:

S H U B E R T
S H U B E R
S H U B E
S H U B
S H U
S H
S

Still it was widely displayed. Some time ago two box seats were offered for the best essay on the "Chorus Girl," and the three best compositions were published in the Sunday paper. Again, a rebus sheet was passed among the audience for several weeks, and those who handed in correct solutions of the puzzles were to receive free seats, but as the scheme was quickly abandoned presumably it did not bring satisfactory results. After that vari-colored cards were passed out. Each card

contained a large letter, and the letters represented were only those contained in the name of the theater—S—H—U—B—E—R—T.

Any patron securing an entire set of letters to make out the name was entitled to a choice of seats. Of course, one letter was withheld from widespread distribution and only a couple allowed out, thus limiting the number of seats necessary to be given away. The attention of passers-by was attracted the other day by observing the resurrected "sandwich man" parading along the street. He was in the form of an aged negro. The message he bore was—"I would give \$1,000 if I could go to the Shubert this week." The latest stunt is the instituting of a uniformed delivery service, by which tickets ordered by mail will be delivered to patrons "C. O. D." The enterprising manager of the theater issues a weekly sheet entitled "Stage Notes," which contains bright sayings, an article or two, and photographs and discussions of acts to come. It is distributed gratis. This is not an attempt to discuss the merits or demerits of the schemes mentioned, but suffice that they have succeeded in their object by keeping the theater in the public eye and filling the seats. When that is accomplished success is won.

AWKWARD.

"You made a mistake in your paper," said an indignant man, entering the editorial sanctum of a daily journal. "I was one of the competitors at an athletic entertainment last night, and you referred to me as 'the well-known lightweight champion.'" "Well, are you not?" inquired the sporting editor. "No, I'm nothing of the kind!" was the angry response; "and it's comically awkward, because I'm a coal dealer."—*Philadelphia Ledger.*

HAPPY THOUGHT.

Colley: "What business are you in now?"
Kelly: "I am in the meat business."
Colley (incredulously): "Where is your shop?"
Kelly: "I haven't any shop. I am the ham in an advertising sandwich."
—*Royal Magazine.*

THE SELLING AGENT'S STABILITY.

One of the important points often overlooked, in the manufacturer's arguments in general advertising, is the stability of the retail selling agent. The thing is put in a forceful way in this advertisement of Winton automobiles, clipped from the *Boston Transcript*:

Two years ago one dealer in a prosperous city sold, in one season, 100 cars of a single make.

Those 100 buyers represented practically the entire clientele of the dealer.

And those 100 cars were so good that they were likely to stay in service indefinitely.

The dealer reasoned that he would sell practically no new cars at all the next year unless he recruited an entirely new list of buyers, or secured a new make in order to argue old customers into discarding the model they had found satisfactory.

So he took on an entirely different make and shelved the car he had successfully marketed.

He boomed the new make tremendously.

Then his patrons found that their formerly good model didn't run at all like itself. The dealer protested that he "couldn't get parts" and that "the things" were "falling apart."

In other cities those same "things" were standing up like the rock of Gibraltar.

But this dealer's patrons were forced to buy new cars or to drive rattle-traps. Because the dealer had *lost interest* in last year's car and had forgotten that he owed anything in the way of service to the men who spent their money with him.

If you believe that the man who takes your money for an automobile is obligated to co-operate with you, in order that your car will deliver good service all the time, then you believe the same thing we do.

And we put our belief into effect by maintaining in Boston our own branch house, which sells Winton cars exclusively, and serves no other master than the inseparable mutual interests of Winton maker and buyers.

No maker can stand responsible for a car when it passes through hands that he cannot control. Makers seldom control dealers.

But the Winton Company does control its own branch house, and that's why, if you buy of a Winton branch, the responsibility of the Winton Company itself backs up the purchase.

How is the selling agent organized? Will he stay in business year after year, and keep up his responsibilities to past purchasers—his "alumni"? Will the manufacturer's prices for repair parts be reasonable, and will the

agent always have them in stock?

These are very pertinent questions to the man who buys an automobile, bicycle or machinery, or the woman who buys a sewing-machine. It is stated on authority of one of the motor journals, for instance, that repair parts for some makes of automobiles, when bought as repairs, have been charged for at a rate so high that, were a purchaser to buy enough parts to rebuild his car, they would cost him about twice what the car cost in the first place. This is a point that auto manufacturers have paid little attention to in their general advertising. This point, and the question of the selling agent's stability, are of great concern to the man who has already bought a car, and of very little concern to the man who contemplates buying one. Because the latter gives it little thought, the manufacturer has ignored it in general advertising. But it is a point capable of being emphasized with great force, both in the manufacturer's general advertising and that which the selling agency does locally.

In the automobile industry there has been much shifting and changing of local selling agents, due to the rapid growth of the industry and the competition for live agents. A simple contract is often the only bond between manufacturer and agent, made for one year, and terminable by two weeks' notice from the manufacturer. The business history of some selling agents in the auto trade would make mighty alarming reading for the man who is thinking of buying a car, and likewise the shifts and changes that have characterized some of the manufacturers. But, on the other hand, many of the manufacturers have given particular attention to this point, and their agency organization is stable, aggressive and able to take care of the purchaser until his car wears out, then sell him another and take care of that.

The Winton seems to have this sort of field organization. An-

other instance that comes to mind is the system of the Maxwell-Briscoe Motor Co., which has made a little individual corporation of its agent in each of several leading cities. The agent holds from thirty to forty-nine per cent of the stock, the company taking the rest. Two men at the agent's end sit on the board of directors, and three from the company. With its agents on contract, too, this company has abolished the two weeks' notice clause, and the agent controls the sale of the car as long as he can sell his yearly allotment. This gives a stable organization in the field, and the agent is not only able to take care of past customers, but is compelled to do so.

This is a point well worth explaining to the customer in general advertising. Indeed, it is a fresh argument in the auto business, and while one that may be a bit complex at first sight, yet full of logic and persuasive power when a prospect grasps its significance. It is an argument adaptable to many other lines of general advertising. In the recent campaign for Singer sewing machines, it was a leading argument, steadily advanced to meet the competition of "stencil" sewing machines sold by mail-order concerns and cheap stores. The Singer is sold through thousands of stores that are absolutely owned by the company, and thus each branch is able to take care of customers ten years, twenty years from now, as the company has been taking care of them for fifty years or more.

SUMMER DULNESS.

Mighty poor notion some advertisers harbor to the effect that the great public buys only in spurts. Staples should be advertised regularly—all year round—that's the way the public buys—all the time.—*Business Builder.*

GOOD NEWS.

It is reported by a railroad man that the roads are contemplating the abolition of the folder racks now used in large hotels and other public places to contain time-tables and railroad folders. *White's Class Advertising.*

NEEDED IT ALL.

John Wesley's mother sat repeating over and over to her boy some lesson. Samuel Wesley, the father, became irritated and said: "Susanna, why do you tell that lad the same thing for the hundredth time?"

"Because," she replied, "the ninety-ninth time he did not understand."

You are educating your customers. You can't do it in one lesson nor in two or three. Keep up the good work for you will gain your point in the end.—*Minneapolis Tribune Hustler.*

LOGICAL, SURELY.

Impassable barriers ought not to be a real hindrance to one's progress in the line of duty. If a man has anything to do that he ought to do, he should do it, whether he can do it or not. The fact that a thing cannot be done that must be done is only an added reason for its doing.—*White's Class Advertising.*

THERE is one simple and accurate kind of circulation statement—*Net sold* describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. You will find such a statement on the editorial page of every issue of THE CHICAGO RECORD-HERALD.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE MERCHANT TAILORS' ADVERTISING.

The following is part of an address delivered recently in Philadelphia before the Merchant Tailors' Exchange, by W. Percy Mills, secretary of the Poor Richard Club of that city. PRINTERS' INK has often pointed out that the tailors, as a class, are losing their business to the ready-made clothing men who advertise so aggressively:

The retail merchants and manufacturers of ready-made clothing are spending thousands and thousands of dollars to influence the young man to patronize their clothing stores. The phenomenal success gained through advertising by such firms as Schloss Bros. & Company, Hart, Schaffner & Marx, Kuppenheimer, and Kirschbaum, of national fame, is apparent by the immense establishments they maintain, employing thousands and thousands of hands. Let us take it in our own city for instance; a \$20,000 a year appropriation for newspaper advertising alone would be a very small amount for firms like Perry & Company, Jacob Reed, Browning, King & Co., MacDonald & Campbell, A. C. Yates, William H. Wanamaker, Dalsimer, Wanamaker & Brown, Hilton & Company, Bert Marks, Blumenthal, besides all the large department stores.

What are the Merchant Tailors doing to counteract the thousands, yes, millions, of dollars you might say that are being spent by these concerns. There are a few of our best tailors here trying to create a desire among young men to patronize better tailors, but it seems to me the only logical way is for the Merchant Tailors' Association as a body to take this great question of publicity into serious consideration, and do some consistent advertising in keeping with the dignity of their shops; and this can only be done successfully, I believe, by concentrated effort, and certainly only by keeping at it for six months or a year at a time.

Let us look into the character of the prospective young customer a bit, from the physiological standpoint.

The Merchant Tailor is in the habit of relying on one pleased customer to influence others to come to his shop. This to a certain extent is good, but in the final analysis, it is human nature for a man to decide for himself, to draw his own conclusions, to go where his own desires dictate.

This is the great liberty the American people enjoy, for we are composed of independent foreigners who won't be subject to oppression and sovereignty. We want to do our own thinking and form our own opinions unconsciously, and there is only one source that strongly impresses a customer, and that is what we see and read.

While we may agree with what

others tell us, yet we form our opinions ourselves.

Every man has to buy clothes, sometime during the year, and here is where the advantage of repetition comes in.

Your announcements appearing constantly in print will interest every man sooner or later when he is in a receptive mood.

You speak about the different seasons. Yes, we admit that there are times when the change of atmosphere starts a desire for different weights and kinds of clothing, but I fully believe that thousands and thousands of men are buying clothing every day during the year, or else what is the use of keeping your shops open.

The great object is to keep before the people all the time and create a desire to have the right kind of clothes made when they are wanted.

There are many ways and means of advertising. Professional men have an idea they are barred from creating a demand for their services, yet they are constantly advertising by delivering lectures, writing articles for publication, and giving publicity to clinics they perform, and in various other ways they are constantly being kept before the public eye.

In this advanced age of ours there is an ethical way for a man to become known in the professional field the same as in any commercial business. Advertising of some kind has become a necessary evil. This is an age of advancement; we must consider conditions as they exist now and are likely to continue. People like something new served up to them constantly. Ten or twenty-years-ago methods will not answer to-day, for we are daily progressing; and to have a successful business, we must keep up with the procession. It is a case of the fittest to survive.

With the Merchant Tailors it is a question of the proper ways and means of familiarizing the public with the advantages or reasons why men should patronize you. How well we remember but a few years ago when it was the custom and style for every man of any standing to have his shoes made to measure; the cobblers' signs were almost as prevalent as the tailors' signs are now, but where are the shoemakers to-day? Why, a thing of the past; they have laid down and let the large shoe manufacturers take their business right away from them; the same as the merchant tailors are letting the large manufacturers cut into their business.

"The mill will never grind with water that is passed." How true this can be applied to advertising. No matter how good a reputation you have, it is not enough; new records must be maintained; you cannot rely on your old regular customers altogether. It is new business that stimulates trade and makes it absolutely essential for any firm to play hard all the time for new customers. As the old customers die out or move away, new business must be created, or else the concern dries up and goes out, or stagnates, as it were.

The Merchant Tailors have every reason for existing and prospering, but

to do so they must keep before the public the advantage of having their individual garments made to their own ideas; they must also, it seems to me, serve up newsy articles to the young men that will interest them and create a desire for better clothes. Let's analyze the ways and means of accomplishing this:

If you desire to convince the man you have something he requires, how can this be accomplished? There are several ways. By exhibiting your styles at the leading hotels occasionally; by reports of interesting items that have been discussed at your conventions through the employment of a press agent, or through dignified display advertisements in the newspapers. By doing this your stereotype announcements which you are at present sending out may not find such a quick road to the waste basket. Still other methods may from time to time suggest themselves.

Concentration is of great advantage to those with limited means to spend for advertising; it is better to take one medium and reach thoroughly every reader of that medium in a dignified way, than to spread the same appropriation through several mediums by means of smaller space and failing to create the impression that larger space gives.

In closing, let me mention again the great advantages to be derived from co-operation. If the Merchant Tailors of Philadelphia will combine in their advertising efforts they will gain great force and economy by thus working in unison and dividing up the responsibilities and cost, making it a very small amount for each individual. The road to advertising success is thereby greatly shortened and the profits of the business substantially increased.

AN APPEAL FROM JAIL.

MINNEAPOLIS, Minn.,

May 24, 1908.

Editor of PRINTERS' INK:

I wonder if your publication reaches in all the world anyone who would put up \$5,000 bonds to get an adwriter out of prison.

The writer has been convicted of "adwriting" and sentenced to two years in a State Penitentiary by a Federal Court. The case is being appealed and the decision will unquestionably be reversed in the United States Appellate Court about a year hence. In the meantime the undersigned is in prison in default of \$5,000 bond.

The charge is that the defendant wrote the advertising matter for a certain concern which used the mails to collect money, for which it failed to deliver goods. It is, figuratively speaking, contended by the government that the adwriter should have possessed some occult powers whereby he could have foretold his employers' intention to defraud. The fact that the work was turned out in a busy adwriting bureau, six hundred miles from the seat of the swindle, prepared from data furnished the adwriter by mail

and paid for like the work for other customers is no defense.

The adwriter was convicted and given the long term of imprisonment. The swindler is in Europe.

The terrible injustice of the whole thing is so surprising and appalling that the defendant had no chance to get bond after he had recovered his wits.

If the decision stands the advertising methods of to-day must be revolutionized. If the revolution must occur the writer is willing to be the "horrible example" for other admen, but he strenuously objects to being caged up when the gravest doubts exist as to the legality of the proceeding.

C. D. O'Brien of St. Paul, Minn., who recently defended the Lewis Publishing Co., in St. Louis, has charge of the appeal; and while he has no time to devote to curiosity seekers or well-meaning sympathizers, he will be glad to furnish details to anyone who will show a disposition to help the victim out of his present hole.

"QUILLMAN."

MAGAZINE NOTES.

St. Nicholas seems to be increasing in interesting features of late, and likewise in value to advertisers.

Conde Nast is putting out another series of circular letters for the magazines of the Home Pattern Company which are extremely interesting. They must be successful, as well, for they are sent out with regularity and assuredly cost a great deal to prepare.

Harper's Monthly has an anniversary this month,—its fifty-eighth, and observes it in a fitting manner by special articles and an increased amount of advertising carried. Also, the cover used was the old design, of cupids, and cornucopias of flowers, which was employed half a century ago.

The *New England Magazine* announces a Short Story Prize Contest, for undergraduates of New England's colleges and universities. There will be a first prize of one hundred dollars, a second of fifty dollars, and third and fourth prizes of twenty-five dollars each. The only conditions of the contest are, (1) that the story be by an undergraduate of a New England college or university; (2) of from three to six thousand words in length, and (3) be submitted to us before October first, next.

WANTED

An advertising solicitor for daily paper in city of 150,000, located in the Middle West. Experience in writing and preparing copy will be considered more essential than soliciting experience, though both are desirable. State education, experience, references and wages desired. Address "C. H.," care Printers' Ink.

THE QUALITY ADJECTIVES.

Some of the divisions in old Roget's "Thesaurus" are greatly overworked in American advertising, while others are comparatively neglected.

Our national character runs to magnitude, so that the size of a thing is the first point we investigate, and its quality the last, if we investigate it at all. If you make a thing big enough, very often a Yankee will accept it and never ask whether it is going to last.

This national trait colors all our advertising statements, so that those parts of Roget's book of synonyms that list the adjectives of *magnitude* are the ones drawn upon for words to give strength to advertising statements, catch-phrases, etc. Meanwhile, the adjectives of *quality* are lying fallow to a large extent. Which is a pity, for some of the best words in the language for argument purposes are those same quality adjectives, and our very neglect gives them great force in advertising.

We pick even our trademarks from the adjectives of magnitude. Words like Nonpareil, Perfect, Giant, Royal, Unexcelled, Mammoth and so forth, seem to be most common. After that there are words indicating cheapness, such as Economy, Low-cost, the Dollar Brand. A third sort of words much favored are those indicating speed—the Rapid Writer, the Lightning Calculator, the Two-Minute Brand, etc.

Look through a magazine or newspaper, and see how advertisers try to make it plain that their products are greatest, biggest, finest, magnificent, superb, wonderful, unparalleled, irresistible. We employ these words with such skill, originality and force that they hit hard. One cannot quarrel with American advertising copy in vigor and point. Yet all the adjectives of magnitude have one elemental weakness. They are vague. "Biggest" and "greatest" sound well. But if the reader stops to think about it, they indicate an indefinite item of de-

sirability, even when strictly true. Granted that a commodity is really greatest and biggest, this is only the circus side of its nature that the advertiser has put forward. These adjectives of magnitude always give a flavor of sawdust, and three rings, and an elevated stage.

But look into the adjectives of quality, and it is found that they have sharper outlines, as it were. They are definite, concrete, and go down into deeper issues. Call one brand the "Monarch" and another the "Honest." The latter is a modest claim beside the first. But it is more likely to be believed—there is no element of overstatement.

Out in Nebraska, an incubator manufacturer has the idea exactly. For some reason, incubator names run to the old magnitude words—Universal, I-X-L, Eclipse. But the chief point about an incubator is to get one that will deliver the goods. This manufacturer has perfected and named two. One he called "Old Trusty," and the other "Sure Hatch."

Turn to "Honesty" in the synonym book, and study the advertising material that is lying there, almost neglected. How about brand names like Square, Trustworthy, Straightforward, Upright, Plaindealer? How about advertising arguments that will play up such issues as these?

The advertiser who uses the adjectives of magnitude alone, is building arguments largely with smoke, clouds, glitter, while for the copy man who will study these adjectives of quality, here are homely solid bricks and stones.

CHARGE OF THE SKIRT BRIGADE.

Again the London woman suffragists were rioting.

"Charge!" shrieked their brave leader.

"Dear me!" exclaimed a new member, absent-mindedly, "I hope they don't charge over 99 cents. I understood this to be a bargain sale."

But the others stared at her with pity and hinted that she ought to be with her weaker sisters who wash dishes and mind babies.—*Chicago News.*

THE COUNTRY DAILY.

Most country dailies spend too much time and money on trying to get circulation—instead of so improving their news service that competition is killed off.

News service counts tremendously in the success of the metropolitan paper, but the feature articles and departments have very strong influence. But the country daily must, and should, depend on real news, service—the kind that makes everybody read the paper every day, just to see what is going on in their own community. It takes a very particular kind of nose to get this personal news, but it is there every time and can always be had for the asking, if the right man, or woman, is asked!

Getting the real down-to-the-ground news of this sort demands a fairly extensive system of local correspondents. Generally speaking, this sort of work is best done by women. Their sense of proportion is sometimes a bit erratic, but telephones are handy and the man at the desk is supposed to have some local acquaintance over the entire field—must have, in fact, if he is really valuable.

And this system of local reporters means that almost endless care must be exercised that the correspondents extend their news notes outside their own circle of friends. So, generally, it is best to get those not too young—because acquaintance makes the value of the reporter—and changing correspondents frequently is endless vexation to the spirit. The pay of these reporters is ridiculously small, compared with what the city paper gives—but the honor and glory are very considerable items, with most people.

Extra attention is, of course, demanded by the meetings of farmers' clubs and historical societies and women's clubs—not only for those immediately interested but as a suggestion for similar organizations elsewhere.

Politics? Yes, most emphatically. And both sides must be given fairly in the news columns.

The day of the party organ which tells only one side of the story has gone. The country papers which are really succeeding best seem to have cut out National politics pretty much and put all their energy and space on home affairs. Somehow, the popular thing, in this day and generation, is to boost the man who is really best fitted for the office—this applying very particularly, of course, to borough and county political affairs. The party organ, dependent on county patronage, inevitably has some mighty lean years now and then. There is much more money to be had from showing the campaign managers how to advertise—but prompt collections are necessary.

The wily want is just as important and essential for the country paper as for the big city paper—maybe more so. Acquaintance with other people's affairs is more universal in the country, and the small wants can be made highly profitable. The rate should be a cent a word, in most cases, and the columns should be kept clear of misleading cards—especially the fake financial allurements sent broadcast over the country. That sort of money is a disgrace to the country paper's bank account. And display type should likewise be banished, both for convenience and so as to concentrate the wants all in one style, and make them all on an equal basis.

Trade, or exchange, advertising is still in vogue in moderate degree, but it grows less all the while—which is as it should be.

There is a great opportunity, in most small towns, to develop retail advertising—solicitation by demonstration is the most effective way. Every other day contracts, with copy changed every time—and the paper can well afford to pay a man to make these changes—will just naturally increase business, if the goods are anywhere near right. The newsier the advertising is, the more it will boom the paper, not only with advertisers but with readers

as well. And a young and clever solicitor can generally make two ads grow where one grew before, because he can keep a line on what is being offered and thereby give many a helpful and effective suggestion to the merchant. If this solicitor cannot be both salesman and copywriter—then get the copywriter. Good copy, with these local men, will do the trick, and you will not have any great amount of hard solicitation.

Circulation can be obtained by mail solicitation, at lower cost and less bother than by canvassers, as has been demonstrated. It is mostly a question of individual work, in which the local correspondence plays a large part, aided by a blue pencil and a series of form letters. But it works—inexpensively and thoroughly, with no broken promises or bad debts.

And if the country daily has a job office, endless opportunity is open—not only to capture all the *paying* work in the vicinity but also to draw business from nearby cities. Cheap work doesn't pay—and the job rate card wants to be lived up to. But a man who really knows can sell the output of the average job office and still have time to keep things on the jump.

Curiously enough, the whole problem of the country publisher gets down to issuing a little better paper than anyone else in his field. I. F. P.

SHOP SHOTS.

Mr. Grouchy will never get more than seventy-five cents' worth of work out of his help for each dollar invested. Be as pleasant to the clerks as you would have them be to you.

Every time you make a sale and forget to charge the goods, you lose the cost of the goods and you impress the customer with the idea that after all there is some advantage in not paying cash.

If you have a business policy that you want carried out, don't think that your employees will instinctively know what it is. Take pains to explain the details to them and ask their co-operation. What is worth having is worth asking for.

FRANK FARRINGTON.

Advertising Contest IN The World's Work

With "Can you improve our advertising" as their slogan, the readers of *The World's Work* are engaged in a real investigation.

They studied over 102 out of 127 advertisements larger than an inch in the May number. Only three full-page advertisements escaped comment.

Two readers made suggestions that were at once accepted by two advertisers, and to these readers have been awarded prizes of \$50.00 each.

Four prizes for comments, amounting to \$55.00, have been awarded, and late novels have been given to six others for valuable suggestions.

The winners in May investigation are announced in the June *World's Work*, except the two \$50.00 prizes which will appear in July. The contest is still on.

Country Life's Lead

For the third month in succession the top notcher of all the magazines is *Country Life in America*. It represents real quality advertising in a magazine of a class by itself, the most beautiful publication in America.

The *World's Work* for June occupies the same position it held among the May magazines—the eighteenth—and our third publication, *The Garden Magazine*, follows closely.

Special Over Seas Trade Number of The World's Work for August. Send for cover circular.

DOUBLEDAY, PAGE
& COMPANY

NEW YORK 133 East 16th Street
Chicago 1511 Heyworth Bldg.
Boston 447 Tremont Building

JUNE MAGAZINES.

A casual observation of all the magazines each month leads to the belief that the *Review of Reviews* carries more advertising containing corner coupons than any other standard monthly. However this may be, it is interesting to note that this magazine

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JUNE.

(Exclusive of Publishers' own advertising.)

Pages Ag. Lines

Country Life in America (cols.).....	195	33,649
Everybody's.....	125	28,168
System.....	121	27,372
Cosmopolitan.....	113	25,424
McClure's.....	111	24,976
Ladies' Home Journal (cols.).....	109	23,800
Review of Reviews.....	103	23,072
Munsey's.....	96	21,644
Sunset.....	94	21,210
Pacific Monthly.....	84	19,026
Harper's Monthly.....	82	18,480
Woman's Home Companion (cols.).....	92	18,463
Good Housekeeping.....	80	18,032
Outing Magazine.....	75	16,898
American Magazine.....	73	16,408
Century.....	71	16,000
Scribner's.....	70	15,834
World's Work.....	70	15,792
Delineator (cols.).....	108	15,190
Home Magazine (cols.).....	74	14,060
Field and Stream.....	62	13,972
Yachting (cols.).....	91	13,188
Success (cols.).....	72	12,426
Van Norden.....	54	12,208
Suburban Life (cols.).....	67	11,524
Outdoor Life.....	49	10,976
Ladies' World (cols.).....	53	10,740
Red Book.....	45	10,080
Garden Magazine (cols.).....	69	9,936
Modern Priscilla (cols.).....	55	9,632
Putnam's and The Reader.....	41	9,380
Argosy.....	41	9,240
Outer's Book.....	41	9,212
Pictorial Review (cols.).....	52	9,110
World To-Day.....	39	8,834
Harper's Bazar.....	38	8,708
Spare Moments (May) (cols.).....	50	8,642
Out West (May).....	38	8,624
Designer (cols.).....	60	8,484
American Homes and Gardens (cols.).....	49	8,428
New Idea (cols.).....	59	8,330
Lippincott's.....	36	8,106
Pearson's.....	36	8,078
McCall's Magazine (cols.).....	58	7,930
Ainslee's.....	35	7,890
Housekeeper (cols.).....	39	7,866
House Beautiful (cols.).....	53	7,709
Broadway Magazine.....	34	7,616
National Magazine.....	33	7,490
Metropolitan.....	33	7,420
Human Life (cols.).....	36	7,354
House and Garden (cols.).....	50	7,300
Good Health.....	29	6,664
Appleton's Magazine.....	29	6,636
Current Literature.....	29	6,496
Popular Magazine.....	28	6,440
What To Eat (cols.).....	46	6,440
Technical World.....	28	6,300
Recreation (cols.).....	36	6,206
Atlantic Monthly.....	27	6,160

CHICAGO

NEW YORK

LONDON

SYSTEM

THE MAGAZINE OF BUSINESS

"During the past year we placed advertising of Irrigated Farm Lands in SYSTEM, and while we haven't the final figures at hand, will say that of all the publications of general circulation, SYSTEM stood first on the list of about twenty-five publications, on cost per sale.

Inquiries from the first four insertions of page copy in SYSTEM cost us on the average of \$1.35 a piece, and from these inquiries we sold 215 acres for about \$28,000, or at a selling cost of about 28-100 per cent, while the average selling cost on the entire list was about 5 per cent."

CLAGUE-PAINTER-JONES COMPANY
Chicago

SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

	Pages	Ag. Lines
Short Stories.....	25	5,712
Wide World Magazine.....	25	5,642
Etude (cols.).....	33	5,558
Blue Book.....	24	5,376
Dressmaking at Home (cols.).....	30	5,122
Musician (cols.).....	28	4,868
Theatre Magazine (cols.).....	28	4,816
American Boy.....	23	4,725
Strand.....	21	4,704
Smart Set.....	21	4,704
All-Story Magazine.....	20	4,592
Bookman.....	20	4,504
Smith's Magazine.....	19	4,333
Home Needlework.....	19	4,208
International Studio.....	17	4,284
Benziger's Magazine (cols.).....	21	4,024
Bohemian.....	17	3,808
The Circle (May) (cols.).....	21	3,724
New England Magazine.....	15	3,528
St. Nicholas.....	13	2,912
Burr McIntosh Monthly.....	12	2,744
Business Philosopher.....	11	2,156
Philistine.....	15	1,988
Scrap Book.....	6	1,372
Railroad Man's Magazine.....	5	1,288
Live Wire.....	3	777
People's.....	3	672

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR MAY.

(Exclusive of Publishers' own advertising.)

Week ending May 10:

	Cols.	Ag. Lines
Saturday Evening Post.....	74	12,735
Life.....	62	8,652
Collier's.....	40	7,698
Independent (pages).....	30	6,860
Literary Digest.....	44	6,406
Vogue.....	38	5,873

	Cols.	Ag. Lines
Outlook (pages).....	26	5,838
Associated Sunday Magazines.....	21	4,011
Youth's Companion.....	18	3,600
Churchman.....	21	3,430
Christian Herald.....	16	2,773
Scientific American.....	13	2,670
Christian Endeavor World	10	1,897
Illustrated Sunday Magazine.....	9	1,808
Leslie's Weekly.....	8	1,705
Week ending May 17:		
Saturday Evening Post...	66	11,352
Collier's.....	40	7,868
Vogue.....	35	5,474
Outlook (pages).....	21	4,788
Literary Digest.....	30	4,460
Associated Sunday Magazines.....	23	4,329
Scientific American.....	16	3,498
Churchman.....	19	3,160
Christian Herald.....	17	2,924
Christian Endeavor World	14	2,738
Independent (pages).....	11	2,576
Youth's Companion.....	10	2,000
Illustrated Sunday Magazine.....	9	1,752
Leslie's Weekly.....	8	1,628
Life.....	11	1,610
Week ending May 24:		
Outlook (pages).....	97	21,882
Vogue.....	130	20,104
Saturday Evening Post...	81	13,932
Collier's.....	48	9,120
Literary Digest.....	32	4,692
Life.....	30	4,298
Churchman.....	22	3,520
Independent (pages).....	15	3,360
Associated Sunday Magazines.....	17	3,166
Christian Endeavor World	13	2,486
Leslie's Weekly.....	12	2,456
Christian Herald.....	14	2,408
Scientific American.....	11	2,326
Illustrated Sunday Magazine.....	12	2,280
Youth's Companion.....	4	884
Week ending May 31:		
Saturday Evening Post...	64	11,008
Collier's.....	35	6,692
Youth's Companion.....	22	4,463
Outlook (pages).....	18	4,228
Leslie's Weekly.....	20	4,000
Literary Digest.....	26	3,786
Vogue.....	22	3,388
Independent (pages).....	14	3,206
Associated Sunday Magazines.....	17	3,175
Churchman.....	19	3,092
Life.....	21	3,010
Christian Herald.....	16	2,850
Scientific American.....	13	2,690
Christian Endeavor World	11	2,113
Illustrated Sunday Magazine.....	10	1,920
Totals for May:		
Saturday Evening Post...	49,027	
Outlook.....	36,736	
Vogue.....	34,839	
Collier's.....	31,378	
Literary Digest.....	19,344	
Life.....	17,570	
Independent.....	16,002	
Associated Sunday Magazines.....	14,681	
Churchman.....	13,202	
Scientific American.....	10,984	
Christian Herald.....	10,955	
Youth's Companion.....	10,947	
Leslie's Weekly.....	9,789	
Christian Endeavor World	9,234	
Illustrated Sunday Magazine.....	7,760	

for June has twelve of these coupon advertisements, three of which are published in the interests of the subscription department of the *Review of Reviews*. All the others, with one exception, are book offers of one sort or another, and the single exception is the coupon at the end of the International Correspondence School's advertisement.

Some of the coupons attached to the book advertisements are interesting on account of the wording. Here, for instance, is the manner in which the request reads which you are invited to make of the University Society:

Please send me prepaid, for examination, a slightly rubbed set of the "Makers of American History," in 20 volumes. If satisfactory, I will pay you \$1 on acceptance and \$1 a month thereafter until \$19.50 has been paid. If not satisfactory, I will notify you so that you may arrange for its return at no expense to me whatever.

It is interesting to note, also, in connection with this coupon offer, that anyone who cuts it out for the purpose of getting the slightly-rubbed-books is prevented from accepting an offer from the *Review of Reviews* which is made upon the page backing it up. Likewise, if it is decided to order the 20-volume edition of Dickens in conjunction with a year's subscription to the *Review of Reviews* one spoils a coupon belonging to the System Company, and by ordering a pamphlet describing the International Encyclopedia from Dodd, Mead & Co. the coupon of Doubleday, Page & Co. is completely ruined.

In two of the coupons there is room for a person with an ordinary name to write it, man-size, and one of these has plenty of room in addition for the address. Most of the others, however, present a discouragingly small space for this purpose.

It would be worth while for some one to figure out how many inquiries are due to the employment of corner coupons, and, on the other hand, how many willing inquirers shrink from the coupon idea and do not quite dare to write for the thing offered through the very ordinary means of an ordinary letter.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, *dy. Average for 1907, 21,861. Best advertising medium in Alabama.*

Gadsden, Evening Journal, *dy. Average 1907, 2,463; January, 1908, 2,555, April, 2,726.*

Montgomery, Journal, *dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.*

ARIZONA.

Phoenix, Republican, *Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.*

ARKANSAS.

Fort Smith, Times, *Daily average 1907, 4,188. Largest circulation in city of 35,000.*

Little Rock, Arkansas Gazette, *morning. 1907 av. 18,427; Sun. 16,492. The State paper.*

CALIFORNIA.

Oakland, Enquirer. (Consolidation Enquirer and Herald.) *Average April, 1908, 49,498. Largest circulation in Oakland guaranteed.*

Sacramento, Union, *daily. The quality medium of interior California.*

COLORADO.

Denver Post Circulation—Daily 59,606, Sunday 84,411.

The figures Tell RESULTS

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport, Evening Post, *Sworn daily, year 1907, 11,945. Sworn daily, March, 12,498.*



Bridgeport, Morning Telegram, *daily. Average for May, 1908, sworn, 12,254. You can cover Bridgeport by using Telegram only. Rate, 1½¢. per line, flat.*

Bridgeport, Standard, *evening. The quality paper. Actual average 1907, 6,200 copies.*

Meriden, Journal, *evening. Actual average for 1908, 7,586. Average for 1907, 7,748.*

Meriden, Morning Record and Republican, *Daily average 1908, 7,672; 1907, 7,769.*

New Haven, Evening Register, *dy. Annual sworn aver. for 1907, 15,720; Sunday, 12,104.*

New Haven, Leader, 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, *dy. Aver. '06, 9,549; 1907, 9,570.*

New Haven, Union, *Average 1907, 16,548. E. Katz, Special Agent, N. Y.*

New London, Day, *ev'g. Aver. 1906, 6,104; average for 1907, 6,547; March, 1908, 6,702.*

Norwalk, Evening Hour, *April circulation exceeds 8,500. Sworn statement furnished.*

Waterbury, Republican, *Av. 1907, 6,888 morn.; 4,400 Sunday. Feb., '08, Sw., 5,922.*

DISTRICT OF COLUMBIA.

Washington, Evening Star, *daily and Sunday. Daily average for 1907, 35,486 (©©).*

FLORIDA.

Jacksonville, Metropolis, *dy. Average 1907, 10,880. E. Katz, Special Agent, New York.*

Jacksonville, Times-Union, *morning. Average January, February, March, 1908, 12,619.*

Tampa, Tribune, *morning. Average 1907, 12,516. Largest circulation in Florida.*

GEORGIA.

Atlanta, Journal, *dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 68,275. The Journal covers Dixie like the dew.*

IDAHO.

Boise, Evening Capital News, *d'y. Aver. 1907, 5,883; Actual circulation, Dec. 1907, 6,070.*

ILLINOIS.

Aurora, Daily Beacon, *Daily average for 1906, 6,454; 1907, 6,770; 4 months, 7,089.*

Chicago, The American Journal of Clinical Medicine, *mo. \$2.00, the open order to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, 87,794.*

Chicago, Breeder's Gazette, *weekly. 32. Aver. circulation for year 1906, 70,000. For year ended Dec. 25 1907, 74,755. 4 mos. '08, 74,859.*


Chicago, Commercial Telegraphers' Journal, *monthly. Actual average for 1907, 15,000.*

Chicago, Dental Review, *monthly. Actual average for 1906, 4,001; for 1907, 4,018.*

Chicago, Journal Amer. Med. Ass'n, *weekly. Av. for '07, 52,217; Jan., Feb., Mar., '08, 53,087.*

Chicago, National Harness Review, *monthly. 5,000 copies each issue of 1907.*

Chicago, Record-Herald. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Galesburg, Republican-Register. Ap. 6,837.

Exam. A. A. Seaver. 50% more than other daily.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation for 1907, 21,659.

INDIANA.

Evansville, Courier. *Sworn* daily circulation—average for 1907, 17,018. Average for 1908 (four months), 17,672. Circulation guaranteed to be largest in Evansville. Smith & Budd, Representatives, N. Y., Chic. and St. L.


Evansville, Journal-News. Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, Courier and Call. 1907 av. 5,428. Only evening paper. Popular want ad medium.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News. daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

Richmond, The Evening Item. daily. *Sworn* average net paid circ. for 12 months ending Dec. 31, 1907, 5,089. More rural route subscribers than any paper circulated in Wayne County. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. *Sworn* average Apr. 1908, 9,664. Absolutely best in South Bend.

IOWA

Hurlington, Hawk-Eye. daily. Aver. 1907, 8,937. "All paid in advance."

Council Bluffs, Nonpareil. Average six months ending April 30, 15,837. Morning—Evening—Sunday. Only daily in city. Can't be covered otherwise.

Davenport, Times. Daily av. Apr. 14,028. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch. flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

Dubuque, Times-Journal, morn. and even. Daily average, 1907, 11,849; Sunday, 18,555.

KANSAS.

Hutchinson, News. Daily 1908, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World. daily. Actual average for 1907, 4,217.

Pittsburg, Headlight. dy and wy. Average 1907, daily 6,228; weekly 5,547.

Wichita, Beacon. Only Evening Daily. Actual average daily, 1907, 14,610.

KENTUCKY.

Lexington, Leader. Av. '06, avg. 5,157. Sun 6,798; for '07, eve's, 5,890, Sy. 7,192. E. Katz,

MAINE.

Augusta, Comfort. mo. W. R. Gannett, pub. Actual average for 1907, 1,294,488.

Augusta, Maine Farmer, w'kly. Aver. for 1907, 14,126. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1907, 5,018.


Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,955.

Waterville, Sentinel. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News. daily. Evening News Publishing Company. Average 1907, 77,748. For May, 1908, 98,192.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.





Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 181,844; Sunday 308,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Human Life, The Magazine About People. Guarantees and proves over 300,000 copies in this.

   
Boston, Post. Average 1907, daily, 248,930; Sunday, 226,763. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

Boston, Traveler. daily. Circulation over 85,000. Established 1835. The aggressive paper of Boston. John H. Fahey, editor and publisher.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Gloucester, Times. 1907 average, 7,804. Read by 95 per cent of Cape Ann readers.

Lynn, Evening Item. Daily *sworn* av. year 1906, 15,068; 1907, average, 16,533. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,261.

Worcester, Gazette, eve. Av. 1907, 14,689 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique. daily (©). Paid average for 1907, 4,586.

Worcester, Telegram. morning. 26,837 is 1907. Largest in State outside Boston.

MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,654 copies, daily, guaranteed.

Jackson Patriot, afternoon Feb. '08, daily 8,558, Sunday 9,545. Greatest net circulation.

Saginaw, Courier-Herald, daily, only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for 1907, 20,587; April, 1908, 19,662.

MINNESOTA.

Duluth, Evening Herald, Daily average 1907, 23,088. Largest by thousands.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 82,074.

Minneapolis, Farm Stock, and Home, semi-monthly. Actual average 1908, 87,187; average for 1906, 100,266; for 1907, 108,588.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily, and Sunday (C). In 1907 average daily circulation, 76,861. Evening only. In 1907 av. Sunday circ., 72,578. Daily average circulation for May, 1908, evening only, 75,908. Average Sunday circulation for May, 1908, 71,746. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

CIRCULAT'N Minneapolis Tribune W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

Minneapolis, Svenska Amerikanska Posten. Swan J. Tarnblad, pub. 1907, 54,262.

St. Paul, Pioneer Press. Net average circulation for 1907—Daily 85,716. Sunday 85,465.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI.

Joplin, Globe, daily. Average 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,888. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. 148,245 for year ending Oct. 30, 1907.

Lincoln, Freie Presse, weekly. Average year ending Sept. 23, 1907, 148,989.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,871.

NEW JERSEY

Asbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,601.

Elizabeth, Journal. Av. 1905, 6,515; 1906, 7,547; 1907, 8,511; Jan., '08, 9,479.

Jersey City, Evening Journal. Average for 1907, 24,880. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1905, 68,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Av. 1906, 14,227; aver, 1907, 20,270; last 1/4 yr. '07, aver 20,409.

NEW YORK.

Albany, Evening Journal, Daily average for 1907, 16,598. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Brooklyn, Weekly Record, weekly, 2 cents. Aver. for year 1907, 6,112. A want ad medium.

Huffalo, Courier, morn. Av. 1907, Sunday, 21,447; daily, 51,604; Enquirer, even., 24,570.

Huffalo, Evening News, Daily average 1905, 24,690; for 1906, 24,742; 1907, 24,848.

Mount Vernon, Argus, evening. Actual daily average for year ending April 30, 1908, 4,416.

Newburgh, Daily News, evening. Average circulation first quarter 1908, 6,088. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

New York City.

New York, Army and Navy Journal. Est. 1883. Weekly average, 4 mos. to April 25, '08, 10,153.

Automobile, weekly. Average for year ending Dec. 1907, 17,095.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Beniger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. per separate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1907, 26,641 (C).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,858—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

The People's Home Journal. 564,416 mo. Good Literature. 458,666 monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, West. Rep's., 1638 Marquette Bdg., Chicago.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, 7,269.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, 9,647; April, 1908, issue, 10,500.

The World. Actual aver. for 1907, Morn., 545,442. Evening, 405,172. Sunday, 482,325.

Poughkeepsie, Star, evening. Daily average for 1907, 5,797; for March, 1908, 4,522.

Schenectady, Gazette, daily. A. N. Lietz. Actual average for '08, 15,509; for '07, 17,152.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1907, daily 25,509, Sunday 41,150.

Troy, Record. Average circulation 1907, 20,163. Only paper in city which has permitted A. A. A. examination and made public the report.

Utica, National Electrical Contractor, mo. Average for 1907, 2,542.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,829.

OHIO.

Akron, Times, daily. *Actual average for year 1906, 8,977; 1907, 9,551.*

AshTabula, Amerikan Sanomat, Finnish.
Actual average for 1907, **11,120.**

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,911; Sunday 88,873; April, '08, 73,251 daily; Sun., 84,706.

Dayton, Journal. 1907, actual average,
21.217.

Springfield, Farm and Fireside. over ¼ cen-
tury leading Nat. agri-cult'l paper. '07. 447,845.

Youngstown, Vindicator. D'y. av. '07. 14,768;
Sy. 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. *Average 1906, 5,514; for 1907, 6,659. E. Kalz, Agt., N.Y.*

Oklahoma City, The Oklahoman. 1907 aver., 20,152; Apr. 1908, 24,184. E. Katz, Agent, N.Y.

OREGON.

★ **Portland, Journal**, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal**, daily average 1907, **\$8,805**; for April, 1908, **\$9,859**. **Vreeland-Benjamin**, Representatives, N. Y. and Chicago.

GUARANTEE

Portland, The Oregonian (50). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. *March circulation, daily average \$3,989; Sunday average 42,527.*

Portland, Pacific Northwest, mo.; average for 1907 **16,000.** *Leading farm paper in State.*

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1907. 7.640.
N. Y. office, 320 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, 18,511; April, 1908, 18,894. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Apr. 1908, 15,222. Largest paid cir. in H'd'g or no pay.

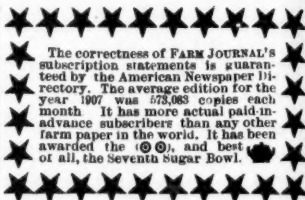
Philadelphia, Confectioners' Journal, mo.
4v. 1906, 5, 514 1907, 5, 514 (66).

"In Philadelphia nearly everybody reads The Bulletin."

NET AVERAGE FOR APRIL

256,152

COPIES A DAY.



GUARANTEE Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,093; the Sunday Press, 124,006.

West Chester. Local News, daily. W. H. Hodgson. Average for 1907, 15,687. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. *Average for 1907,*
18,124.

RHODE ISLAND.

Pawtucket, Evening Times. *Aver. circulation for 1907, 17,906 (sworn).*

Providence. Daily Journal, 17,719
(⊙⊙). Sunday, **24,178** (⊙⊙). Evening
Bulletin 87,061 average 1907. Bulletin
circulation for 1908 over 45,000 daily.

SOUTH CAROLINA

Charleston, Evening Post. Actual dy. average for 1907, 4,251, March, 1908, 4,489.

Columbia, State. Actual average for 1907, daily (☉☉) **13,052**, Sunday (☉☉) **13,887**. Semi-weekly **2,997**. Actual average for first four months of 1908, daily (☉☉) **13,805**; Sunday (☉☉) **14,118**.

Spartanburg, Herald. Actual daily average circulation for first four months of 1908, 8,872.

TENNESSEE.

GUARANTEE **Chattanooga, News. Average**
for 1907, 14,468. Only Chat-
tanooga paper permitting exami-
nation circulation by A. A. A.
Carries more advg. in 6 days
than morning paper 7 days. Great-
est Want Ad medium. Guarantees
largest circulation or no pay.

 **Knexville, Journal and Tribune.**
Week-day av. year ending Dec. 31, 1907,
14,694. Week-day av. Jan. and Feb-
ruary, 1908, in excess of 15,000.

Memphis, Commercial Appeal daily. Sunday, weekly. 1907 av.: Dy., **42,666**; Sunday, **61,778**; weekly, **80,078**. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, \$1,455; for 1907, \$6,206.

TEXAS.

El Paso Herald. Jan., av., 9,008. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1903
2,527; 1906, 4,118; 1907, 4,585. Exam. by A. A. A.

Bennington. Banner, daily. F. E. Howe.
Actual average for 1906, 1,980; 1907, 2,019.

Montpellier, Argus, daily. Av. 1907, 8,126.
Only Montpellier paper exam. by A. A. A.

Rutland Herald. Average 1907, 4,801. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, 3,552. Examined by A. A. A.

VIRGINIA.

Danville, The Bee. Av. 1907, 2,711. April, 1908, 2,255. Largest circ'n. Only evening paper.

WASHINGTON.

Seattle, Post-Intelligencer (©). Av. for Feb. 1908, net-Sunday \$9,646; Daily, \$2,088; week day \$9,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 17,482; Sunday, 25,002.

Tacoma, News. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA.

Piedmont, Business Farmer, monthly. Largest farm paper circulation in West Virginia.

Ronceverte, W. Va. News, wy. Wm. B. Blake & son, publs. Av. 1907, 2,524.

WISCONSIN.

Janesville, Gazette. Daily average for 1907, 3,671; semi-weekly, 2,416; Apr. 08, dy., 4,518.

Madison, State Journal, dy. Actual average for 1907, 5,086.

Milwaukee, The Journal, eve., ind. daily. Daily average for 1907, 51,922; for April, 1908, 51,211; daily gain over Apr., 1907, 4,377. The paid circulation of the Milwaukee Journal is larger than that of any two other papers in Milwaukee, and the city circulation of The Milwaukee Journal is larger than is the combined city circulations of any three other Milwaukee dailies. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1907, 25,032 (©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1907, 3,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last six months 1907, 4,376.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Dec. 30, 1907, 56,617. Larger circulation in Wisconsin than any other paper. Ad. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1907, 5,024; semi-weekly, '07, 4,810.

BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907, 18,844; April, '07, 18,058; April, 1908, 15,108. H. LeClerque, U.S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg, Free Press, daily and weeklt. Average for 1907, daily, 26,855; daily Apr. 1908, 25,020; weekly av. for mo. of Apr., 27,670.

Winnipeg, Telegram. Average daily, Mar. '08, 23,785. Weekly av. 27,000. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,328, weekly 50,197.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1907, 62,587 copies daily; the Weekly Star, 129,555 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©). Carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE AURORA BEACON publishes more "Want Ads" than any other Northern Illinois newspaper outside of Chicago. One cent a word.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

GALESBURG REPUBLICAN-REGISTER. Daily av. 6.337. Best in field for want ads. 5c. a wd.

INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

The INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During May, 1908, The Star carried 60.25 columns more paid "Want" advertising than its nearest competitor.

Rate, Six Cents Per Line.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 530,163 more than any other Boston paper carried for the year 1907.



MINNESOTA.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. From Jan. 1 to May 1 the average number of columns each week was 135. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in May, 230,256 lines. Individual advertisements, 28,541. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 30 cents.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRCULAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per paper history.



ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084; Sunday, 15,090.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums. Mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 24,184. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 35 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 105,855— sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carry more Want advertisements than any other weekly paper in Canada.

WHAT SHARE ADVERTISING PLAYS IN PAYING DIVIDENDS.

A news item in this year's financial statement of the Corn Products Refining Co. is the item \$329,724 expended for advertising. It was not so many years ago either when big corporations looked upon advertising as more of a luxury than a necessity or a business art which, if intelligently followed, could be depended upon to increase the demand for their products. The press was a national institution and it was but patriotism for a business man to do some advertising and in this way indirectly contribute his share to foster the press.

But that spirit has undergone a change. Advertising to-day is a necessity. Keen competition had made it so. The Corn Products Co., which is controlled by the Standard Oil interests, would not have spent the enormous sum of \$329,724 on blue sky, as advertising was called two decades ago, if the management was not convinced this expenditure would be profitable in increasing the public demand for its goods.

Advertising, as the company's annual report plainly brings out, played an important role in increasing the business. Under its magic spell the profits increased and a greater demand for its products was secured.—Mail Order Journal.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,896 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (◎◎).

GEORGIA.

ATLANTA CONSTITUTION (◎◎). Now, as always, the Quality Medium of Georgia.

ILLINOIS.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER (◎◎). Chicago. Actual average circulation for 1905, 16,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL. daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON COMMERCIAL BULLETIN (◎◎). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

SPRINGFIELD REPUBLICAN (◎◎). Largest high-grade circulation in western Massachusetts.

WORCESTER OPINION PUBLIQUE (◎◎). is the only gold mark French daily in the U. S.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read THE CENTURY MAGAZINE.

DRY GOODS ECONOMIST (◎◎). the recognized authority of the Dry Goods and Department store trade.

ELECTRIC RAILWAY JOURNAL (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 16,594. McGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (◎◎). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OHIO.

CINCINNATI ENQUIRER (◎◎). In 1907 the local advertising was 33 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (◎◎). established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,006.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎). a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE, Toronto (◎◎). is read daily in over 51,000 of the best result-producing homes.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eekman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. HOWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, June 10, 1908.

A PICTURE in an advertisement doesn't need translating, for it speaks all languages.

THINK clearly, and avoid random assertions. To claim too much is to discredit what you deserve.

An Unusual Barber The advertisement which follows is sent PRINTERS' INK by Earnest Elmo Calkins, and in its original form is a small hand-bill, set in light-faced type and printed on linen paper:

SEBASTIAN GIRONES,
French Hair Cutter,
87 Nassau Street,
Fulton Building,
One Flight Up,
New York City.

Elbert Hubbard says:

"Being an artist is largely a matter of hair-cut and necktie."

Mr. Hubbard will sell you the necktie. It is my mission to cut your hair.

And of this a word.

Thirty-five years ago Mr. Henri

Poujol, an artistic Parisian Hair Cutter opened a shop on Broadway, believing that a man who had made a study of beard trimming and hair cutting would be appreciated as well in New York as in Paris.

He soon attracted to his shop a high class of patrons which included the best groomed men of the city.

In 1900 Mr. Poujol died, and I who had been his pupil and assistant for eight years, succeeded to the business, retaining the former patrons and attracting new ones.

On April 6th I moved from the old shop at 1147 Broadway and came down here among the haunts of men.

As the old French chairs and foot-rests were too feeble to stand the journey downtown I have fitted my new shop with modern furniture and am better equipped than ever to demonstrate the high character of my work.

And there is character in hair cutting.

A style of trimming the hair and beard that is becoming to one man may be unbecoming to another.

Every head and face requires individual treatment as regards the hair that adorns it, and only a competent artist trained under the most exacting conditions can successfully co-operate with nature in producing results that will be pleasing to yourself and your friends.

If you have some ideas of your own as to how your hair and beard should be trimmed it is my pleasure to carry out those ideas to the utmost detail.

If you are particular about your personal appearance, instead of dropping in wherever you see a barber's pole, come to a distinctive shop and the result will be a pleasant revelation to you.

With these few words of introduction and invitation, I am

Very respectfully yours,

SEBASTIAN GIRONES.

The interesting part of the whole advertisement is that it is all true—that is, the barber is perfectly justified in talking about his work in this way. At the new barber-shop, on top of the cabinet where the cups are kept, is a bust of Henri Poujol, showing that there is no mawkish sentiment about the way Girones speaks of his own master. In other words, the advertisement is a fair transcript of the atmosphere, spirit and history of the place. That a barber, even though an unusually clever barber, is able to present his business so aptly and accurately, is worth noting when so many manufacturers entirely lose the personality and atmosphere of their business in trying to advertise it.

THE business that is well conducted, and closely attended to, doesn't know that it has rivals.

It is all right to have your advertising argue, but make sure of having its premises and conclusions beyond dispute.

It is highly profitable to correct a mistake. If you resolve to do so, the care you exercise in avoiding them will give you a less number to correct.

HILDEBRAND FITZGERALD, business manager and one of the proprietors of the *Philadelphia Item*, died at his home on June 2d aged fifty-nine years.

THE goods of a season should be put in rapid motion. As "left-overs" they not only diminish their own value, but they put a false flavor on the store itself.

NOTHING is kept thoroughly alive without emphatic reiteration. In advertising, as well as in every propaganda, we must pile "line upon line, and precept upon precept."

ALMANACS as advertisements—usually of proprietary goods—do not seem so much in evidence as they were years ago. But one that should be altogether different from the well-known monotonous pattern might win. The almanac that Josh Billings issued made him a small country fortune.

A QUEER and occult mingling of business activities is indicated by the following advertising card lately put forth by a lawyer in Iowa:

CEDAR RAPIDS, IOWA.
VINCEL DRAHOS,
LAWYER.
MAGNETIC HEALING.

He has, by magnetic power, produced wonderful results. It is simply a marvelous and wonderful gift that cannot be explained by himself or anybody else.—*Cedar Rapids Evening Gazette*, December 22, 1900.

Office Rooms 6 and 7 Jim Block.
S. U. I. 1883-4.

THE New York *Times* "Saturday Review" for June 13th will contain reviews and articles by well-known writers upon books for summer reading.

THE Million Club, composed of New York magazine circulation managers, will go to Montclair, N. J., this week Saturday as guests of F. L. E. Gauss, of *McClure's*.

GEORGE WEST WILSON, president of the Jacksonville Times-Union Company, died in Jacksonville, Fla., on June 2d. He had been president of the Semi-Tropical Exposition, a Commissioner to the Paris Exposition, Collector of Internal Revenue, and president of the Board of Trustees of the University of Florida.

ANYONE who wishes to wander away in the paths of "reformed" spelling doubtless should be allowed to do so, carrying with him the blessing of the poor deluded mortal who prefers to cling to the written language of his fathers. But it would seem to be hardly more than fair to the less venturesome one that his written words should remain, as regards spelling, exactly as he put them on paper, and not be torn apart and maltreated to suit the peculiar vagaries of any chance editor who has not been able to withstand the temptation offered by the pseudo-reformers. Granting that an editor may distort the language at his pleasure, so far as his own editorial utterances and perhaps, also, the material in his news columns are concerned, it would seem to be almost a breach of courtesy for him to extend his caprice to include the communications which he prints that are received from unsuspecting and unprotected readers. Perhaps, however, the sense of the true proportion of things is so warped in the minds of those who have departed from the old paths that they believe it to be a part of their mission to compel everyone to spell in the new and bizarre fashion, whether or no.

TO PLEASE just one customer will give you an opportunity to please his friends and acquaintances.

FOUR thousand dollars in prizes have been awarded by the *Star* of Lincoln, Nebraska, in a circulation contest which closed May 20th.

THE Mitchell Advertising Agency, of St. Paul, Minn., has been incorporated. Branch offices are established in Minneapolis and Duluth.

THE Boston *Herald* has mortgaged its machinery, fixtures, stock, etc., to the City Trust Company, of Boston, for \$1,700,000, to secure a bond issue.

NEAL REAGAN, who has been with Paul Block a number of years, has been promoted to a position on the soliciting staff of Mr. Block's eastern office.

ROBERT J. VIRTUE, the Chicago Special Agent, in charge of the western department of the Charles H. Eddy Special Agency, will be married in Chicago, today, to Miss Ethel H. Stevens, of Toronto, Canada.

THE Knoxville, Tenn., *Journal and Tribune* issues a post-card upon which is a map of the R. F. D. routes of Knox County. There are forty-two routes serving 6,851 houses, and the *Journal and Tribune* is the only morning and Sunday paper in the field.

EXTENSIVE preparations are being made by the American Golf Association of Advertising Interests for the Summer Tournament to be held at Toronto during the week of July 6th. Besides the Dewar Trophy, the Studebaker Cup, the Association Cup,—all of which are held but one year by the winners—and the Championship Gold Medal, given outright by the Association, there will be 106 Trophies to be played for.

MILTON RUBINCAM, for eight years advertising manager of the Philadelphia *Telegraph*, has left the paper to take up agency work. Mr. Rubincam has been with the *Telegraph*, in different capacities, for thirteen years.

THE *Evening Call*, the new Socialist daily in New York, is much in evidence on the street, and for the present is evidently selling a very respectable number of copies. Many persons will buy one copy, at least, of the new paper, in order to satisfy themselves regarding its contents and purpose.

UNTIL the Hampton agency got the President suspender account, this article had been advertised by pictures of men with their coats and vests off, to show the give-and-take pulley device that makes the suspenders comfortable. Such pictures made the adjustable nature of the "President" thoroughly clear. But it also had a tendency to give the impression that the goods were suited chiefly to firemen, policemen, men who worked without coat or vest, etc. Gentility was needed. So a "window in the coat" has been adopted. Pictures now show men fully clothed, and in the center of the back a circle displays the adjustable action large size.

THE sixth annual meeting of the Southern Newspaper Publishers' Association was held in Charlotte, N. C., May 19th and 20th. The attendance was larger than at any meeting in the history of the association, and was voted by those present as being the most successful meeting in all points yet held. The officers elected for the ensuing year were, president, J. P. Caldwell, editor of the Charlotte, N. C., *Observer*; vice-president, Col. Rufus N. Rhodes, publisher of the Birmingham, Ala., *News*; secretary and treasurer, Victor H. Hanson, advertising manager of the Montgomery, Ala., *Advertiser*. Birmingham, Ala., was voted as the place for the next annual meeting.

Collier's

THE NATIONAL WEEKLY

Short Stories Soon to Appear in Collier's

- "The Screaming Skull," a ghost story By F. Marion Crawford
 "The Road Agent," " By Stewart Edward White
 "Fiddles," a character story By F. Hopkinson Smith
 "The Passing Star," a three-part story By John Fox, Jr.
 "McGinnis's Promotion" by the author of "Fagan" By Rowland Thomas
 "Georgia" By John Luther Long
 "Eggs a la Casey," a humorous story By L. H. Bickford
 New "Sherlock Holmes" Stories By A. Conan Doyle
 Two love stories by Josephine Dodge Daskam,
 a humorous story by O. Henry, and a story by
 Richard Harding Davis

Some Articles—Serious and Otherwise —Soon to Appear in Collier's

- "The Small Investor's Money" By Elliott Flower
 "Jews as Farmers" By Bernard Gorin
 "My Work in the Congo" By Leopold, King of Belgium
 "Letters to a Plutocrat" By H. H. McClure
 "White House Visitors" By Henry Beach Needham
 "The Western Federation in Nevada" By C. P. Connolly
 "A Scab Athlete's Fight Against the Athletic Union" By James B. Connolly
 "Hearst and the Newsboys in Boston" By A. H. Gleason
 "What the Fleet Thought About the Naval Controversy" By Frederick Palmer
 "Spies in the Navy" By Henry Reuter Dahl
 "An American in Canada" By Lincoln Steffens

A Few Titles of Pictures, by well-known Artists, which Collier's will Print in Colors

- "The Golden Fleece" By Maxfield Parrish
 "The Warrior's Last Ride" By Frederic Remington
 "The Fleet at San Francisco" By Henry Reuter Dahl
 "The Child of Her Dreams" By Albert Sterner
 "The Burning Galleon" By Frank Brangwyn, R. A.
 "The New Curate" By W. T. Smedley
 "The Black Fan" By Howard G. Cushing
 "The Lost Quarry" By Philip R. Goodwin
 "The Longshoreman" By Thornton Oakley
 "Old King Cole" By Maxfield Parrish
 "Red Riding Hood" By Jessie Willcox Smith
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THEODORE P. ROBERTS, advertising agent in Chicago, announces that A. J. MacAvinche has purchased an interest in his business, and that after July 1st the title of the firm will be Roberts & MacAvinche.

THE Six Point League tendered Frederick I. Thompson a testimonial dinner at the Hotel Victoria on May 28th, in view of his retirement from the special agency field, and resignation from the League as an officer. Mr. Thompson has been elected as the first honorary member of the Six Point League.

THE 1908 catalogue of Garland Stoves and Ranges is one which will be generally preserved by recipients on account of its appearance of solidity and worth. The book has 166 pages, 9½ by 12 inches in size, is bound in board and printed on a fine quality of coated paper. The halftones are well executed, and the large amount of tabular material seems to be particularly well arranged.

THE Little Schoolmaster enjoyed a call recently from W. H. Hodgson, proprietor of the West Chester, Pa., *Local News*. It would be worth anyone's while to make a trip to West Chester, to learn how this paper is conducted, especially if he is in the newspaper business, and desires to witness the operation of one of the most successful little dailies of the country. The chief reason for Mr. Hodgson's success is that he gives the people what they want. When the last of his competitors ceased publication, he states that the *Local News* did not gain by it a single subscriber, so thoroughly is the field covered. The paper regularly contains six pages, and live news matter is omitted every day because of lack of room. The rule is never to increase its size on account of extra advertising unless there will still be news left out of the enlarged paper.

SWAN TURNBLAD, publisher of the *Svenska Amerikanska Posten*, of Minneapolis, has sent PRINTERS' INK a statement of the advertising carried in that paper in April. The total is 41,773 for the four issues, which is a creditable showing.

"PRESERVING TIME" is an attractive booklet issued by the Philadelphia Electric Company. The argument for cool kitchens is one which will appeal strongly to housewives who are dependent upon coal ranges for cooking purposes. In the back of the booklet are several pages of gummed paper, perforated, with the names printed upon them of various jellies and jams which are preserved during the summer season, to be used as labels.

THE "testimonial" is becoming quite a feature of retail advertising. Nothing is easier to get, as a rule, and nothing lends so good a personal note when properly handled in connection, say, with a sale. For example, the Aeolian Company, New York City, recently had a sale of exchanged pianos, lasting a week. After the preliminary announcements, something is needed to keep up interest during the selling. So a "testimonial" is employed. An experienced western music-dealer drops into Aeolian Hall, and looks at the instruments offered, and states that in his knowledge of the piano business he has never seen anything like such values—never! Likewise, the Loeser store, in Brooklyn, recently had on exhibition, for sale, a silk Persian rug 14x20 feet, priced at \$7,500. Naturally, such a rug, one of the largest silk rugs every made, attracted a rug connoisseur, who spent an hour examining it, and said, before he left:

"The public owes you a real debt of gratitude for placing a Rug like this where it can be generally seen. It is a marvel—an artistic wonder. A store that gives people a chance to examine such a work of art deserves to be called more than a store—rather a public institution."

THE St. Louis *Post-Dispatch* recently had the following interesting item upon its first page:

The advertising rates and circulation affidavits made by the St. Louis English newspapers in their bids for the city advertising, opened by the City Register at noon yesterday, May 25th, were as follows:

Circulation affidavits: *Post-Dispatch*, sworn statement, 177,410; *Globe-Democrat*, sworn statement, 124,702; *Republic*, sworn statement, exceeding 3,000; *Times*, sworn statement, exceeding 3,000; *Star-Chronicle*, sworn statement, exceeding 3,000.

Advertising rates: *Post-Dispatch*, 17c. daily, 18c. Thursday and Sunday; *Globe-Democrat*, 7½c. daily and Sunday; *Republic* (city edition only), 5½c. daily and Sunday; *Times*, 5 7-10c. daily; *Star-Chronicle* (city edition only), 2 85-100c. daily.

SOME very large copy is running in Boston dailies for "Digesto" coffee, a brand sold on its merits as a refined coffee, from which the bitter chaff and the caffeine and caffetannic acid are partly removed by a special process. One of the best pieces of copy run thus far was a report of findings of a committee of Boston grocers, who inspected the refining process at the "Digesto" factory. This report, as follows, was published with portraits of the seven retailers on the committee and notes explaining their business connections:

1. The green or raw coffee is, after the usual milling, put through a special process before roasting, which process opens up the coffee-bean, removing the chaff found in the inner fold of the bean.

2. After such removal of the chaff the coffee is conveyed into vats containing a light brown liquid, which rapidly changes to a dark amber after the coffee has been immersed in it.

3. Thereafter the coffee is washed in fresh, clear water, and dried in a centrifugal dryer.

4. Said processes are entirely new in the preparation and roasting of coffee, to the best of the committee's knowledge and belief.

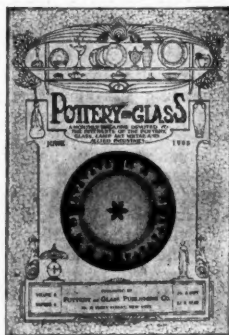
5. The roasting is done in a special manner, differing from that usually employed.

6. The coffee used is of good quality, is absolutely pure coffee, hygienically prepared, and we believe it to be a healthful product for general consumption.

7. The committee carefully watched the process from beginning to end, the total time involved in preparing the coffee being approximately one hour for each roast, the roasting itself being carefully done over a slow fire.

DURING the recent convention of the National Electric Light Association, in Chicago, a "Convention Daily" was published by the C. W. Lee Company. The publication was in the form of an electrical trade paper, and in addition to important convention news and lists of delegates contained twenty or twenty-five pages of advertising.

WILLIAM H. WELCH, founder of the Western Newspaper Union and first publisher of the *Des Moines Leader*, died at his home in Chicago on June 1st, following an attack of apoplexy. Twice during Mr. Welch's management of the *Leader* the paper's plant was destroyed by fire. Subsequent to the second fire, twenty-five years ago, Mr. Welch established the Western Newspaper Union. Two years ago he retired from active administration of its affairs and sold his controlling interest. George H. Currier, of the Currier Publishing Company, publishers of the *Woman's World*, is a son-in-law of Mr. Welch.



The initial number of *Pottery and Glass*, a monthly magazine devoted to the Pottery, Glass, Art Metal and allied industries, and issued by the Pottery & Glass Publishing Company, will appear this month. The editorial and business staffs of *Yachting* are behind the new publication.

A BROOKLYN POTATO PATCH AND WHAT CAME OF IT.

BROOKLYN REAL ESTATE NOW WIDELY ADVERTISED—BRIGHT PROSPECTS FOR REALTY DEVELOPMENT IN THIS BOROUGH—RESULTS OF ONE GOOD ADVERTISEMENT.

The increase in value of New York and suburban real estate during 1907 is said to have been over six hundred million dollars. Putting it in another way, the combined output during the past year of all the silver and gold mines in the country falls one hundred and seventy odd million dollars short of equaling the increase alone in the value of New York land during the same period.

To this increase Brooklyn real estate has probably contributed the largest of the suburban proportions. The ratio of increase in this borough is well indicated by the experience of one investor. In 1897, this speculator bought four lots in an outlying district for \$1,760. In 1905, he was offered \$4,500 for his lots. This year their value is appraised at \$7,000—an increase of more than 300 per cent.

Brooklyn has received many material advantages during the past year which helped greatly toward hoisting up land values. This year the improvements will probably be even greater. The Interborough subway has been pushed across under the river and is completed up to the Long Island terminal station, on Flatbush Avenue; the Williamsburg bridge is now practically equipped for elevated trains, and the new Manhattan bridge is being rapidly constructed. These improvements, all facilitating the means of getting to and from Brooklyn, denotes that, as a residential section, the prospects of the borough are abnormally bright. Consequently, its attractive features as a place to live in, and as well a place in which to speculate, will be still more widely advertised in the next few

years than they are even at present.

Among the operators now engaged in exploiting Brooklyn lands, possibly none have met with a greater measure of success, within a certain sphere, than Wood, Harmon & Company. This concern is the second largest taxpayer in Brooklyn. It owns something like 20,000 building lots, ranging in value from \$300 to \$5,000 each, all located in desirable residential districts.

Aside from being one of the largest land operators in Brooklyn, the company is also one of the most liberal and effective advertisers of Brooklyn lands. Their advertisements are all well prepared, sometimes interestingly original, and often have the additional attractive quality of being very timely. For instance, when some competitor was indulging in extravagant claims of the superlative value of Bronx realty, Wood, Harmon & Company came out with the following forceful statement:

In order to stop all this talk about the superiority of real estate in the Bronx over real estate in the Borough of Brooklyn, we make the following offer, good for two weeks:

Pick out any five lots in the Bronx with improvements like those at South Flatbush, no further from transportation—same rate of fare—same time from City Hall or Delancey street, and purchasable on the same general terms, and if those Bronx lots can be bought for three times the price of our \$490 lots at South Flatbush we will pay you \$1,000 in cash.

This is a bona-fide offer made to test the relative values of property in the two boroughs. We offer to sell you a lot at South Flatbush equal in time, transportation, improvement to similar property in the Bronx, at one-third the price. Now, we believe Bronx lots are cheap and a good investment, but that Brooklyn lots are at least cheaper. Transportation and population create values. Brooklyn is not only getting, but has gotten the transportation. Brooklyn is not only getting but has gotten the population.

One of their best advertisements, however, was published some time ago under the heading, "A Brooklyn Potato Patch and What Came of It." The advertisement, reproduced in this issue of PRINTERS' INK, offers an interesting specimen of graphic real estate advertising. In the words

of H. K. Hannah, of the Siegfried Advertising Agency, who has charge of the preparation and placing of all copy for Wood, Harmon & Company, the key-

has happened in Brooklyn in the direction of real estate development. The advertisement deals with facts alone and gives in conclusion, to prove the strength of



A Brooklyn Potato Patch and what came of it.

EIGHT years ago a few brave souls in New York bought lots of us in Brooklyn for \$290 each. They were then in the midst of potato patches. To-day they are surrounded by the most beautiful homes in the Borough. Many buyers sold and realized 300, 400 and 500%; the sensible ones still hold their property.

Two years ago we stopped selling lots in Brooklyn to wait the coming of Tunnels and Bridges and the real boom, which would equalize all New York values within a five-cent fare. The Tunnel is completed, the Elevated cars are going over the bridge in rush hours, twenty-two months will see the completion of the new Manhattan Bridge, and still the New York public is asleep. It is always the case. A real estate boom seems to carry a veil in front of it. The biggest boom that ever occurred in the history of the World will, within the next ten years, take place in real estate, and mark these words, appear in Brooklyn first of all. Can't you see it coming?

Will you come in with us at the start? We will sell property this Spring cheaper than it was ever offered before, value considered. You need only to consult your broker for positive proof that every bargain we offer is far below the market price for equally attractive property. We mean to stir up New York to the Brooklyn situation. We shall have some interesting things to say from time to time, but the most interesting of all is this: **DON'T WAIT.** Get in before the Spring rush.

Our Friends Advertise Us

John J. Casey, a compositor on the New York Evening Telegram, bought from us in 1898 two lots at Oak Crest for \$380. He sold these lots in 1907 for \$2,600, making a profit of \$1,720. He sold too soon. To-day they are worth \$3,000.

Wood, Harmon & Co.

DEPT. A

261 Broadway, N. Y.

Another Potato Patch SOUTH FLATBUSH Soon to be the Solid City

Prices \$140 upwards

\$10 Down, \$1 per month upwards

THERE are 150 lots left in this property. To stir up early Spring business we are offering these lots at 57% cheaper than any other property in Brooklyn. But only for a few days. On April 15th price of all lots at South Flatbush will be increased 10%. Don't miss the weather. Don't let rain or snow keep you away. Don't be lazy and let this chance slip by.

To reach South Flatbush, take Flatbush or Montrose Avenue Trolley to our South Flatbush Office, Ave. N and East 53d St. Open every day, Sunday included.

COUPON

If you can't come at once, fill out this Coupon and mail it to us. It will bring you some interesting facts about Brooklyn.

Name _____

Address _____

note of the advertisement was a slur made by a rival firm which had referred to certain holdings of Wood, Harmon & Company as "nothing but a potato patch." The illustration in the advertisement accepts the epithet, and uses it in a broad way to show what its statement, the history of a typical case. The results realized from this one advertisement were far more satisfactory than is the case with most real estate advertisements. In discussing its returns, Leverett Stowell, sales manager for Wood,

Harmon & Company, said: "Generally we pay a certain fixed commission to our salesmen. Where, however, their sales are made to customers who come direct to us in response to an advertisement, a certain amount is deducted from their commissions. In the case of the 'potato patch' advertisement, which ran in many of the New York papers, we saved enough in commissions alone to pay for the cost of its insertion, without reference to the profits which we made on the lots themselves."

When questioned by the writer concerning real estate advertising in general, Mr. Hannah said:

"This is the age of specialization. In the professions, law and medicine, it is the specialist who is in every way the most successful. Likewise, I believe that in advertising only the specialist can give the best service. An advertiser cannot write automobile copy one day and real estate copy the next, and do equally well in both. A thorough technical knowledge of the subject of the advertisement is essential in doing the best nowadays. It was for this reason that the McGraw publications established recently the new policy of refusing either to allow agents' commissions, or even to accept orders placed through advertising agents. It is the contention of the management of these publications that where technical advertisements are prepared by writers who are not equipped with a technical education, the results are bound to have a harmful influence upon advertising generally. Mere space-filling, or space-farming, into which the advertising activities of many agencies seem to have degenerated, is certainly not likely to elevate the standard of modern advertising.

"For this reason, our agency has confined its work solely to realty and financial advertising, fields more closely allied than appears at first glance. Real estate advertising generally, I might say, although it has reached huge proportions, and is now one of the

greatest single classes of space consumers, is still in its infancy. Several large operating interests blazed the way in this direction, and realty men throughout the country, especially those identified with suburban development in leading cities, are now rapidly and successfully following in the footsteps of these pioneers. As a result, real estate advertising is quickly advancing toward that definite business basis long enjoyed by other leading classes of business.

"With occasional exceptions, one of the chief set-backs in the development of real estate advertising has been that many firms and individual operators have gone headlong into the real estate business with absolutely no knowledge whatever of the principles of real estate advertising. Much experimentation and consequent losses, with their attendant retarding influence on the growth of this branch of advertising, have naturally therefore followed. Again, few advertising men have had any considerable experience in mapping out and handling large real estate enterprises.

"A real estate advertisement, under conditions existing in New York at least, must be full of pulling power to produce the best results. Educational advertising in the interests of any suburban property is seldom effective under present-day conditions. Every advertisement, to be considered successful, must result in a definite number of inquiries or personal visits to the property. When a considerable amount of advertising is done during the week to induce personal calls at a certain property on the following Sunday and that Sunday turns out to be rainy or stormy, all that advertising is considered practically lost. Its general publicity effects are so negligible in quality and in results that they may be entirely disregarded. Direct results constitute the only satisfactory measure of success in real estate advertising."

ALPHONSUS P. HAIRE.

THE BOOM IN TOOLS.

General advertising of tools is one of the most striking of recent developments in publicity. Many of the names that have long stood for tool-quality with mechanics, such as Disston in saws, and Maydole in hammers, are now blossoming out in magazines. The large jobbing houses are advertising whole stocks of woodworking and metalworking under their own trade names. Individual manufacturers are taking double pages in the large-paper magazines to give technical talks about the making and use of tools that a few years ago nobody thought it worth while to explain. If you wanted a brace and bit, or a chisel, or a hammer, you went to the hardware store and took the hardware man's word for it. But the hardware man of a few years hence may have as many trademarked brands of tools as the grocer has of breakfast foods.

Tools are eminently a fruitful field for advertising copy. And Americans are a nation of tool-users. In Europe, the man who works with his hands is "low caste." But with us, the farmer and suburban dweller alone form a vast audience for popular tool advertising. Caste is unknown, and if we had such an institution there would still be the influence of the automobile and the bicycle to counteract it and create tool demand. The motor-car especially has bred a wide interest in tinkering, so that dozens of ingenious tool-kits now find sale. The mere thought of advertising a home carpenter's outfit in England is foolish. But here the jobbing houses sell such outfits in handsome cabinets at prices ranging from five to upwards of a hundred dollars, and advertise them in the ten-cent magazines. Not long ago an Ohio manufacturer took the double pages in the *Saturday Evening Post* just to explain how auger-bits are made, and to offer special assortments for farm, home and mechanics' purposes. One of the jobbing houses in the Middle West has

been using full pages in that magazine and other publications for two years or more, and its big ads are closely followed up, not only in the hardware trade, but by department stores. The present interest has even extended to foreign manufacturers. An advertising man bound for the bear country up in New Brunswick wanted some sort of outfit to pack in his bag in the event of an accident to his gun, and purchased at a hardware store a complete little repair outfit of nicked tools, packed in a leather cover, for seven dollars.

Tool advertising ought to develop very rapidly, now that the broad path has been beaten into general mediums. For our technical publicity in this industry has long been of the very highest order—interesting, forceful, informative and magnificently illustrated. The tool advertising found in technical papers like the *American Machinist*, *Engineering News*, etc., is often of genuine popular appeal, and entirely clear to the "layman," for the wide range of industries in which simple tools are sold make it necessary to eschew complex technical copy. Many of these tool ads can be lifted out of the class journals bodily, and into the newspapers and magazines. Moreover, they *are* being lifted out.

It makes fine reading. It is applying the stimulus of general advertising to the business of a retailer who has heretofore been left to make his own trade—the hardware man. It appeals direct to a mechanical genius dominant in the average American, and furthers a widespread tendency to tinker and putter, created by the automobile, industrial training school, home-building. It is distinctly all to the good.

SEATTLE'S PRESENT POPULATION.

The report of Gordon D. Everitt, the Seattle manager of the Polk Directory Company, shows the population of that city to be 276,462. A year ago the Polk directory estimated the population at 241,550. The gain for the year is approximately 14 per cent.—*Merta Magazine*.

AN INTERVIEW OF THE ADVERTISING MANAGER WITH AN ADVERTISING SOLICITOR.

Adv. Mgr.—(Looking at card—J. Lee Broncmeister, Publicity Contractor for the *Technico Journal*.) “Well, I never heard of the paper before, but you can never tell—every solicitor is likely to give me some pointers on this great advertising game.” (To the office boy) “Show him up.”

J. Lee Broncmeister enters. He has a shifty eye, a loud voice and still louder apparel.

J. L. Broncmeister.—“Good morning, Mr. Wagner, I don't believe I have had the pleasure of meeting you before, but I have noticed your work in the trade press and I want to tell you it is great, simply great.”

Adv. Mgr.—(With a sharp glance—for he distrusts “Grecians bearing gifts.”) “Thank you.”

J. L. B.—“Yes, sir, it is simply great, and I know it is bound to bring your firm business. Why, only yesterday I was taking lunch with my friend Hawkins, of the *Trade Review*, and he said ‘Lee, have you seen that fine stuff that the adman of the Dominion Co. is dishing up in the trade press? It is great, simply great.’ I had noticed it before and have been intending to come and see you, but have been so busy.” (By this time he is seated, has brought forth his cigarette case—offered a cigarette to the adv. mgr. (it is refused) and lighting up himself is blowing rings of blue smoke toward the ceiling.)

Adv. Mgr.—“Yes?” (This in a sort of a non-committal way, a rising inflection.)

J. L. B.—(With breezy assurance) “Sure thing. I wanted to meet you, for that copy is simply great. There is only one way in which you make a mistake—you are not represented in the *Technico Journal*. There, don't say a word, I know your appropriation is exhausted, you couldn't consider other mediums, etc., to the end of the list, but I am simply here to tell you about our

publication. I am confident you don't know about the peculiar pulling power in its particular field or you would not be out of the *Technico Journal* a moment. You see, our circulation is among the very elite (he pronounced it *e-lite*) of the trade. We have secured, and are securing, a very select (he called it *see-lect*) list of subscribers—the very cream, as it were, and a list that you would find it hard to duplicate—in fact it can't be duplicated in the field. We are daily getting letters of appreciation from satisfied advertisers and (lowering his voice) just between you and I we expect very shortly to advance our rates; of course there will be no advance to our old friends who are in, but if business keeps up the way it has for the past two months, we simply will *have* to advance our rates. Why, just as an example of the way in which our advertisers regard our publication, just look at *that*.” (Here with a flourish he takes from his wallet a letter, much creased and worn, from the Continental Mfg. Co., indicating that they had advertised in a number—specific number not given—of other periodicals, and the results of the advertising in the *Technico Journal* so far surpassed all others that they had no hesitancy in highly recommending it to all intending or prospective advertisers, etc.)

Adv. Mgr.—“Yes, I have seen those before.”

J. L. B.—(In surprise) “You have seen this before?”

Adv. Mgr.—“No, I have seen statements of that kind before. There isn't a publication in the country to-day that can't show up from one to twenty-five letters from advertisers who swear it is the only publication—the best publication, etc., etc.”

J. L. B.—(With a trifle less assurance) “Oh, yes, of course, some publications can get a letter or so of that kind, but we get them continually—right along. Don't you think that indicates satisfied advertisers?”

Adv. Mgr.—“Humph—Yes, Let

me see that letter. (Examines it.) Looks a trifle worn, doesn't it. You must have worked it rather hard. Then I notice it is dated six months ago."

J. L. B.—(Crestfallen at first but quickly recovering) "Oh, well, I use this particular letter but there are lots more at the office. But that is not the only reason you should use our columns. We issue a directory and send it to all in the trade. The name and classifications by goods of all our advertisers are inserted in this directory, absolutely free of charge. Why that, in itself, is more than worth the price of the space advertising."

Adv. Mgr.—(Dryly) "The value of space advertising seems to be a variable quantity. What is your circulation?"

J. L. B.—(Hurriedly) "Well, I don't know the latest figures—we are entering new subscriptions every day, but I want to show you a clever advertisement here—"

Adv. Mgr.—"Wait a minute—let's look in Rowell's American Newspaper Directory." (Opens it) "Let's see—you are a monthly, I believe. Oh, yes, here it is. 'The Technico Journal. The editor has been unable to secure any complete or satisfactory statement of circulation. The publication is credited with a monthly issue in excess of 1,000.'"

J. L. B.—(With blood in his eye) "What's that? Circulation of 1,000? Well, I rather guess yes. 1,000, eh? That's a joke. (Slaps his knee and laughs loudly—rather too loudly for genuine mirth) Say, the man who got out that book is surely muddled. Why, 1,000 wouldn't begin to get through the first letter of the alphabet of our subscription list."

Adv. Mgr.—"Good—you can tell your circulation manager that he forgot to make a statement of circulation, and it works you a hardship in soliciting advertising—hence he should rectify the matter."

J. L. B.—(Uneasily) "Well, you see that isn't all true—that is—in that book—(With more assurance)—Why, lots of the very

best papers in the business are not correctly listed in there."

Adv. Mgr.—"I have not failed to find every reputable, established publication listed here with a statement of circulation, providing it would furnish such a statement."

J. L. B.—(Quickly shifting his ground) "Oh, well, quantity in circulation isn't everything. What do you want of a lot of circulation among 'dead ones'? Our subscription list is made up of the very best in the country—the cream of the trade. We are getting letters—"

Adv. Mgr.—"I'm afraid I can't take any space to-day and besides (looking at his watch) I have an advertisement to write, and my doctor tells me that when I write I must have perfect quiet."

J. L. B.—"I would certainly like to take your contract—"

Adv. Mgr.—"Couldn't think of it to-day. Besides, I must get to work on the advertisement."

J. L. B.—"Say, I'll tell you what I'll do. I never did it before, but you are a large and well-known house, large advertisers and all that. (Lowering his voice) I'll just make a special reduction of fifty per cent from our regular rates just to get you started. This is the best chance you ever—"

Adv. Mgr.—"I couldn't consider any additional advertising to-day—besides I must get to work on the advertisement—"

J. L. B.—"I might be willing to shade—"

Adv. Mgr.—"Say, look here, I wouldn't place any advertising with you to-day, even if you would give it free. I am sorry, but I must get to work on that copy which must be mailed in an hour."

J. L. B.—(Rising slowly and speaking ungraciously) "Well, if you won't, you won't, I suppose. Just keep my card and bear me in mind, will you?"

Adv. Mgr.—"I will. Good morning."

L. F. HAMILTON.

WHETHER your store caters to the rich or to the poor or to the middle class, see that there are no distinctions drawn in serving whoever comes.

BUSINESS GOING OUT.

The Woodbury Institute, New York, is handling its advertising direct.

The United Drug Company, Boston, is sending renewals direct to newspapers.

George H. Mead, Chicago, is placing ten lines, with newspapers, for A. R. Liming, summer resort.

A. R. Elliott, New York, is sending out readers for the Borden Condensed Milk Company to newspapers.

Nelson Chesman & Company, St. Louis, are sending out renewals to newspapers for Mrs. Summer's advertising.

The Miller Agency, Toledo, is using thirteen lines, seven times in newspapers, for the Ohio Chemical Company.

The McFarland Publicity Service, Harrisburg, is sending out one time orders for *Suburban Life*, to newspapers.

The Morse International Agency, New York, is making some renewals for B. F. Allen & Company, of the same city.

The Allen Agency, New York, is placing forty lines, one time, with newspapers, for the Mizzen Top Hotel and cottages.

The Acme Chemical Company, Cincinnati, is using seventy lines, two times, in newspapers; business being placed direct.

The Gunther-Bradford Company, Chicago, is sending out thirty-two line readers for the Royal Register Company, to newspapers.

H. W. Kastor & Sons, St. Louis, are making five thousand line contracts with newspapers for the Guard Drug Company, New York.

Daniel J. McAllister, Chicago, is sending out some financial copy direct to newspapers, four inches, double column, one time insertions.

The German American Agency, Philadelphia, will shortly send out orders for the Pennsylvania Drug Company, Philadelphia, to newspapers.

The New York Central Railroad is sending six inch copy, for two insertions, to western newspapers direct, to advertise a new fast train.

The Presbrey Agency, New York, is placing some classified advertising in newspapers for the recruiting department of the United States Navy.

The Dorland Agency, Atlantic City, is sending out thirty line advertisements to run thirty times, in newspapers, for Galen Hall, a hotel of that city.

The Richmond Agency, Richmond, Virginia, is using one inch for eight weeks, Wednesdays and Sundays, in newspapers, for the Rockbridge Baths Hotel.

The Presbrey Agency, New York, is putting out some newspaper copy for the Pennsylvania Clincher Tire.

M. M. Gillam, New York, is using space in New York and Boston papers for Veroform Soap. Campaign will probably be extended in the near future.

The Freeman-Eskridge Agency, Richmond, Virginia, is making five thousand line contracts with newspapers for the Virginia Brewing Company, of Richmond.

The Mahin Agency, Chicago, is making two thousand five hundred line contracts, with newspapers, for Brand Brothers; last year's list of papers being used.

The Mecklenburg Spring Company, Mecklenburg, Pennsylvania, is using four inches, three times a week, for one month in newspapers; business being placed direct.

The Dorlan Agency, Atlantic City, is sending out copy for the hotels Champlain and Fort William and Henry; fifty-six lines twice a week, fifteen insertions.

Lord & Thomas, Chicago, are making five thousand line contracts with newspapers for the United Cigar Manufacturing Company, to advertise the Contract cigar.

The Savage Agency, Detroit, is placing copy in newspapers for the Mount Clemens, Michigan, Mineral Springs; fifty lines, twenty-six times, copy to run twice a week.

Rudolph Guenther, New York, is advertising a stock proposition in newspapers for the Franco-Swiss Chocolate Company, through the office of Willard & Company, New York.

E. E. Vreeland, New York, is using space in newspapers for the Batcher Importing Company, New York, Bath-asweet toilet preparations, twenty-nine lines, thirty-nine times.

J. Walter Thompson, Chicago, will use three hundred and sixty lines, six insertions, during June, for the Thomas B. Jeffery Company, Rambler Automobiles, in newspapers.

E. P. Remington, New York, is using ten inches, twice a week, for a year, in newspapers, for the Lyon Manufacturing Company, Brooklyn; renewals and new territory.

The Chambers Advertising Agency, New Orleans, is using three hundred and twelve inches in six months, in newspapers, for the Reilly-Taylor Company, of the same city, coffees.

The Blackman Company, New York, is asking rates, on a basis of eight thousand lines, from a selected list of New England dailies. A small line of copy is going out from the same agency to magazines for the Saskatchewan Mutual Development Company. The local advertising of Charles E. Matthews, New York, office furniture, which will shortly be placed in newspapers, has been secured.

A FORGOTTEN WONDER.

Up to about 1870 the Mammoth Cave, in Kentucky, was well advertised, says Elbert Hubbard in the *Philistine*. A visit to it was considered a sort of finishing touch to one's education, and a person who could not talk intelligently about it had no standing in polite society.

Records kept at the Mammoth Cave Hotel from the time it was opened, in 1837, show that while the place was being advertised in various ways the number of visitors was many times what it is now, when the publicity promoter knows it not. In 1844, for instance, when the population was less than twenty millions, instead of the eighty-odd millions of today, those who came to see the natural curiosity numbered on an average ninety-three a day. They traveled hundreds and thousands of miles—for many crossed the Atlantic to behold it. Sixty-one years later—in 1905—the average was less than a dozen a day.

The public simply has been permitted to forget that Kentucky's Mammoth Cave exists. The man who owned it died in 1869, and his thirteen heirs, scattered all over the country, simply devoted themselves to spending the income that they derived from the two dollars a head admission fee. They thought the financial stream would keep on running without any expenditure on their part for advertising. They have been disappointed, of course.

As soon as the advertising was abandoned the people became indifferent about the cave, and finally it figured no longer as one of the great show places of the world.

In the language of the *Philistine*, caves are not necessary to human happiness until some man by astute advertising fills men and women with a desire to see them, and when the advertising ceases the desire ceases also.—*The Paper Mill*.

If you want your employees to do things the right way, don't allow them to go on and on doing them otherwise.

Sunset

THE MAGAZINE OF
THE PACIFIC COAST
AND THE FAR WEST

Circulation December, 1906, 75,000

Circulation December, 1907, 104,000

Circulation on APRIL, 1908, 115,000

INCREASE 53.33 PER CENT

Send for Sworn Statement,
Rates and Letters from

**SATISFIED
ADVERTISERS**

948 Flood Building
SAN FRANCISCO

The Bulletin

—the only evening newspaper published in San Francisco that covers the entire field.

Has a larger daily circulation than any Pacific Coast publication.

**Daily Average 1907
85,768**

NO PREMIUMS USED

\$100 *for* an **IDEA**

We have just purchased the serial rights to

MARTIN EDEN

BY

JACK LONDON

THE GREATEST NOVEL OF THE YEAR

A strong, intensely human story of 140,000 words

The first installment of this story will be published in our

SEPTEMBER, 1908, ISSUE

It will run about 12 months

Mr. London pronounces this his greatest novel. It is the study of the life struggle of an author, and those who are familiar with Jack London's early life will recognize in this work a thinly disguised picture of his own early struggles for success in literature.

HERE IS THE POINT:

*How can we best advertise this story
so as to secure the most readers?*

Jack London has written about 16 books that have been published. Practically every one has been a big success. Millions of copies have been sold; therefore Mr. London must have a very large following.

**WE WILL PAY \$100.00
for the best suggestion**

All answers must be in on or before July 15th, when decision and award will be made. If more than one suggestion is accepted, the sum of \$100 will be paid for each used.

The Pacific Monthly

Portland, Oregon

COMMERCIAL, ART CRITICISM

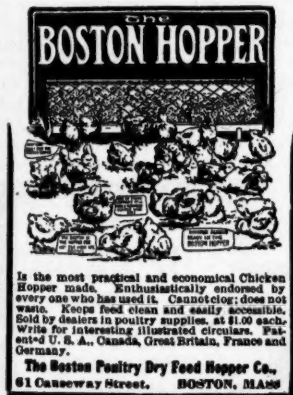
By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge
Criticism of Commercial Art Matter Sent to Mr. Ethridge

This advertisement of the Boston Hopper does not show as clear and interesting a picture of the device advertised as it should—the Hopper is too far in the background. Another point open to criticism is the unnecessary number of chickens—few chickens are more convincing than many, because there is better opportunity to show their characteristics.

It will be noted too, that in this advertisement the chickens are supposed to be conversing

ning brightly, is obviously the work of a nature fakir. There isn't room enough to show the spray at work on account of the toy house in the upper left-hand



NO 1

with each other—which might not be a bad idea were it not for the fact that the ad was so small that it was impossible to figure out what the chickens were talking about.

The advertisement marked No. 2 gives a clearer and better view of the Hopper and rectifies the other objections mentioned.

* * *

The Wilwear Niagara Lawn Spray must be a good thing if the facts stated about it are facts, which no doubt they are. This picture, however, taken in the dead of night, with the sun shi-



NO 2

corner, the lettering and the sun-rays.

It would be a much better idea to show a good picture of the



spray at work on a lawn with nothing to interfere with it.

* * *

Annin & Company advertise yacht flags in the rather peculiar manner shown by the accompanying reproduction. As a background they evidently attempted to show samples of their

work—or else to introduce pictures of all the yacht flags that ever were. As a result of this useless display there is hardly any room left for Annin & Company to give the details of their business, and none at all to state why they are in a position to give good

something to the imagination but stimulates the mind in the right direction.

The border around this De Laval Cream Separator looks as if it were intended for a mourning border around a list of de-



service. This advertisement needs a cleaner style of display, less flags and more facts.

The Crawford chair advertisement here shown is excellent in every respect. It is simple, dignified, attractive, and does not make the mistake of trying to advertise an entire line of chairs all at once.

The chair illustrated is sufficiently described in the text and

parted heroes. It is inappropriate, and too strong to be strong.

It quite overshadows and puts out of business the poor little cut of the separator up in the corner. The display is far from good, but the compositor evidently thought



REPRODUCTION IN WALNUT OF A
BRITISH ARMED CHAIR, 18th CEN.
CHAIR OF THE CHARACTERISTIC
FEATURES AND THE CRUCIAL
CLEANING AND THE COARSE
WEAVE OF THE CARVING

Antique furniture and reproductions
in the English Periods exclusively

Let us estimate on furnishing and de-
corating your country or seaside home

A. J. Crawford Co.
251-255 Fifth Avenue New York

the price is given. This is a very satisfying advertisement—it leaves



The 1908 improved
DE LAVAL
CREAM
SEPARATORS

Ten years ahead of all others in
every feature of separator practicability

Ten New Styles—Ten New Capacities—Ten New Prices

A size for every dairy, from the smallest
to the largest.

**BEAUTIFUL IN DESIGN
PERFECT IN CONSTRUCTION
EVERLASTING IN DAILY USE**

The result of thirty years' experience in building separators

Send for brochure new catalogue illustrating and describing
machines in detail and to be had for the asking

THE DE LAVAL SEPARATOR CO.

101 N. 3rd St. CHICAGO	Central Office 165-167 Broadway NEW YORK	1701 1/2 Ave. B MONTREAL	14 1/2 Prince Street BIRMINGHAM
1014 1/2 11th Street PHILADELPHIA	101 1/2 11th Street SAN FRANCISCO	101 1/2 11th Street ST. LOUIS	101 1/2 11th Street PORTLAND, ORE.

that it was up to him to put some type into the advertisement that would not be completely killed by the border.

This advertisement needs less border, a better and larger picture of the separator and clean, attractive display.

BOOKLETS.

"Dreams of Childhood" is the title of a dainty booklet issued by W. L. Leavy, of Brooklyn, who makes dresses for babies. The booklet was designed, illustrated and printed by the Frank Presbrey Company.

From the press of the Lewis Publishing Company, St. Louis, is issued a real estate booklet of University Heights, a suburb in the west of St. Louis in which is located the immense plant needed for the publishing enterprises of E. G. Lewis.

St. John's Military Academy, of Delafield, Wis., has issued a booklet for its summer session, held at "Camp St. Johns," which shows care and thought in preparation at all points except in the choice of cover stock, which is dead black with text and ornaments in white and colored ink. This cover stock, in addition, is coated with a sticky substance which is anything but pleasing when the book is in hand.

McCray Refrigerators for residential use are treated of in a booklet recently issued from the Press of Corday & Gross, in Cleveland. The cover, a design in color printed from half-tone plates, is distinctive of the good work this house turns out, and the pages within, well-balanced as regards the arrangement of text and illustration, well printed and carefully written, unite in making a booklet which can hardly receive adverse criticism.

The Gudé-Bayer Company has prepared a booklet for the new Fleischman Baths in New York City which is not only novel in treatment but excellent in typography and illustration. The first part of the book is given over to a description of the different departments of the baths, and this is followed by full page illustrations of the various rooms, printed on tint blocks. The blue cover has an embossed design in gold.

Browne's Bookstore, of Chicago, has a reputation which extends the country over, and a booklet which has just been issued is in every sense worthy of the store. Save for a brief column in fine type on the cover-flap, all the booklet's space is given over to illustrations taken inside the store and descriptive matter that has been printed about it in papers like the New York Evening Post and Chicago Tribune. But this reprint is written and set up so attractively that one reads it all, and if he doesn't know Browne's Bookstore, he determines to go there when in Chicago next time.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (25 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

WANTED—An advertisement writer and designer. State age, experience, references and salary expected. Address "R. M.," care Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN advertising agency man who has been absolutely successful would like to enter the magazine field; A1 copy writer, solicitor and hustler, and a result getter. Address "M. C.," care Printers' Ink.

TWELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. HAPGOODS, 306 Broadway, New York, or 1010 Hartford Building, Chicago.

MAN WANTED, with agency experience, both inside and outside office, to join me in a new advertising agency. Either salary or interest in the business. Have been managing a large and influential paper, and can command large accounts. Address "INFLUENCE," care Printers' Ink.

ADWRITERS WANTED in every locality on store paper proposition. Liberal commission. Can be worked during spare time. Samples and details of our unique plan upon receipt of 25 cents—refunded with first order. A. B. ADVERTISING AGENCY, 8918 Meridian Avenue, Cleveland, O.

POSITIONS NOW OPEN—Adv. mgr., trade journal, N. Y., \$50 and com.; similar position, Chicago; circulation mgr., large daily; sporting editor, northwest, \$35; editor, Democratic daily, Ohio, \$25; news foreman, union, Ohio, Ia. and Colo., \$25-30; also reporters, linotype operators, etc. Booklet free. FERNALD'S NEWS PAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 50 cents; sample copy of magazine free.

ADVERTISERS' MAGAZINE,
637 Century Building,
Kansas City, Missouri.

WANTED—Advertising manager by largest implement corporation of its kind. Must be competent to take entire charge of general sales and mail-order business. First-class man desired. Good salary and a good commission on results. Applicant should be able to invest and take membership in corporation.
"MANAGER,"
606 Superior Street,
Minneapolis, Minn.

ADVERTISING Manager desires position with manufacturer doing domestic and export advertising. Familiar with preparation of catalogs and "follow-up" literature. Particularly familiar with trade paper field, having written and placed trade producing copy in two-color papers. By my contract and insertion record system 100 papers can be handled with the assistance of a capable stenographer and an office boy. References and particulars upon request. Address "M. B.," care Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,000. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

\$25

We will pay this amount for a fanciful name or short phrase to be used as a brand for a line of Popular Price Men's Clothing. Same must be subject to copyright. We reserve right of declining any name submitted. No letters returned.

S. LOEWENBERG & M. A. MARKS' SONS,
631 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

LETTER HEADS.

100 LETTER HEADS and

100 ENVELOPES, 75c. postpaid.

Printed on Linen Finish Mail Order Bond; your choice of colors—White, Buff, Olive, Gold or Blue—to introduce our Money-Saving Price List of **GOOD PRINTING**. If you want to see samples before ordering send 4c. for postage.

WESTERN BUSINESS AGENCY,
Princess Building, Chester, Ill.

PATENTS.

PATENTS that PROTECT

Our 5 books for inventors mailed on receipt of 6 cts. stamps. H. S. & A. H. LAUEY, Washington, D. C. Estab. 1869.

PAPER.

B BASSETT & SUTPHIN,
54-60 Lafayette St., New York City.
Coated papers a specialty. Diamond B perfect. Write for high-grade catalogues.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 913 Eola Street, Cincinnati, Ohio.

ADDRESSING MACHINES.

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by PRINTERS' INK, BUTTERICK PUBLISHING CO., MCLURE'S MAGAZINE, CURRIER-BOYCE CO. and a majority of the large publishers throughout the country.

ADDRESSING DONE AT LOW RATES.

MACHINES FOR SALE.

Wallace & Co., 29 Murray St., New York.

PRESS CLIPPINGS.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 36th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

ENGRAVING AND DESIGNERS.

ENGRAVINGS of the better sort for high-class ILLUSTRATING. We solicit your special requirements for Designing and Engraving for Advertisements, Booklets, Catalogues, Souvenir Post Cards, etc. Established 1869.

GATCHEL & MANNING, PHILADELPHIA.

FIREWORKS.

SHOW WINDOW FIREWORKS!—A dazzling sensation. "Touch 'em off" as often as you like—absolutely no danger. Sent prepaid for \$1.00.

O. K. NOVELTY CO.,
Lock Box 182A, Chicago

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

PRINTERS' SUPPLIES.

K UTRAK—Time lost hunting for cuts is dead time—Have plans for cut rack at a cost of \$3.00 for 500 separate numbered compartments on floor space 10 in. x 3 ft. Complete plans, \$2.00. Send postal for particulars to WOODMAN & LEWIS, Tribune, Cheyenne, Wyo.

MAIL ORDER.

A DS—I can make a quick success of any unsuccessful mail order business. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

AD WRITERS.

A D-STUDENT—If you are in Earnest ask us to Prove that \$2 Invested Here is Better than \$60 Spent for an Advertising Course. THE KOLFE SYSTEM, Corning, N. Y.

FOR \$3.00 I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

COIN MAILER.

\$2.60 PER 1,000. For 5 coins \$3. Any printing. P. PYTHIAN PRINTING CO., Ft. Madison, Ia.

PUBLISHERS Send for our folding coin carrier—the best device yet invented for sending money by mail. The card circulation managers have been looking for. Used and recommended by large publishers. Address, Printers' Ink Press, 45 Rose St., N. Y.

ADVERTISING MEDIA.

The Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

THE TROY (Ohio) RECORD has printed an average of over 100 town and country news items and editorials each day for five years. We challenge the world to show an equal record for a 6,000-town daily.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

PERFECT copper half-tones 1-col. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

1x2, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

FRANKLIN ADVERTISING AGENCY, Tribune Building, N. Y. Classified and Mail-order Advertising a specialty. Write for estimates.

ALBERT FRANK & CO., 36 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 337 Broadway (opp. P. O.), New York. Ads in the TRADE SOURCES our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

EDMUND BARTLETT CO.

29-31 East 22nd Street, New York
Magazine and General Advertising.

Booklets and Catalogues. Organized and Printed Systematic mail work. Folders, Cards, Letters, House Organs.

PHOTO-ENGRAVING.



PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©©) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

TRADE PAPER OPPORTUNITY.
Highest standing.
Established more than twenty-five years.
Gross business about \$300,000.
Pays better than 10% net.
Available account owner's health.
Price \$300,000. Terms to responsible parties.
HARRIS-DIBBLE COMPANY,
Brokers in Publishing Property,
253 Broadway, New York.

PUBLICATIONS.

BEERS' BULLETIN
A Monthly for mail order advertisers. Send stamp for copy to-day or ten cents for a whole year.

Beers, Box 997G, Pittsfield, Mass.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers; clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPT., 71 Dearborn Street, Chicago.

Dennison's
Glue, Paste and Mucilage
In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.
DENNISON MANUFACTURING COMPANY
Boston New York Philadelphia Chicago St. Louis

DAVIDS' PRACTICAL LETTERER

at \$1, postage paid, will teach you how to write show cards and price tickets, a book of one hundred pages, with full particulars. Write for information. Address

THADDEUS DAVIDS CO., 95 & 97 Vandam St., New York City. Est. 1825.

4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

REVIEW PUBLISHING CO.,
Daily Review,
Six Evenings and Sunday Morning.
DECATUR, ILL.

Editor Ready Made Department:

DEAR SIR—Enclosed find copy of advertisement which was printed May 3d. This advertiser has taken advantage of a news item which was printed in the *Review* on May 2d, relative to the weather forecast for the following week. We will appreciate any criticism which you have to offer.

Yours very truly,

REVIEW PUBLISHING CO.

(Signed) F. M. Lindsay, Adv. Mgr.

I think this is not at all new—that it has been done, in one form or another, many times—but this is a mighty good way to do it, for the reproduction of the clipping containing the forecast gives the information a distinctly official air. It reminds me of a plan conceived by a friend of

be made to convey the information at a glance. For instance, "rain followed by clearing" would be expressed by a cut of falling rain, a male figure with trousers rolled up and carrying an umbrella, followed by a female figure stepping jauntily along with the sun shining upon her. The idea, of course, was to run these figures at the head of his ads each day, the ads always appearing in the same position, and thus get readers to refer to his space for the forecast, which was to be printed under the figures, in as few words as possible. The ad seems to be all right, except, perhaps, the "Cheap Charley" portion of it, and the statement that "No matter what price others sell for, Cheap Charley sells for less." I think "Cheap Charley" cheapens himself altogether too much, and doubt whether he can make others believe what he knows cannot always be true of any store.

Comprehensive. From the Washington (D. C.) Evening Star.

We Lead—Others Follow—Many Imitators—No Equals

Cravenettes & Umbrellas SPECIAL!

<p>Special Item No. 1 Cravenettes</p> <p>14.00 to 16.00 each 100 to 1000 A single order only</p> <p>\$14.95</p> <p>Wholesale and Retail Cravenettes & Umbrellas 100 to 1000 A single order only</p>	<p>TWO PERIODS OF RAIN FOR THE COMING WEEK</p> <p>Weather Bureau Prediction We Think It Will Bring Days</p> <p>REMARKS: The weather for the coming week is predicted to be rainy, with a few sunny intervals. The temperature will be in the 40s and 50s.</p> <p>REMARKS: The weather for the coming week is predicted to be rainy, with a few sunny intervals. The temperature will be in the 40s and 50s.</p> <p>REMARKS: The weather for the coming week is predicted to be rainy, with a few sunny intervals. The temperature will be in the 40s and 50s.</p>	<p>Special Item No. 2 Umbrellas</p> <p>25.00 to 30.00 each 100 to 1000 A single order only</p> <p>89 cts.</p> <p>Wholesale and Retail Cravenettes & Umbrellas 100 to 1000 A single order only</p>
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We mention where prices should sell for, Cheap Charley sells for less.

CHEAP CHARLEY

RELIABLE CLOTHING.

E NUF CED. U N O Y.

mine, for use in a paper in which the weather forecast had no regular position. His idea was to have made a series of little figures, in silhouette, which, used singly or in combination, could

"A person may enter the safe-deposit vaults of a trust company, open his box, clip off his coupons and deposit them afterward with the banking department for collection. He may buy securities from the trust company when he desires to make investments; he may employ it virtually as a broker solicitor and policeman, and may secure through it protection from outside attacks and from the mistakes of inexperience. He may during his life transact his whole financial business through this one office, and after his death the same institution may take complete charge of his affairs."

Inquiries invited.

AMERICAN SECURITY
AND TRUST CO.,
Northwest Corner of
15th and Pennsylvania Ave.,
Washington, D. C.

CONNELLSVILLE CONSTRUCTION CO.,
Contractors, Builders and Retailers,
402 First National Bank Building,
CONNELLSVILLE, Pa.

Editor Ready Made Department:

DEAR SIR—We have followed your suggestion in preparing our 1908 booklet in regard to showing half-tones of some attractive houses, which is a new departure for us, as we have heretofore always stuck closely to solid matter, and are sending you herewith a copy of same.

We are hopeful that the designs shown will be instrumental in interesting prospective builders in our vicinity.

Your criticism of this booklet would be appreciated.

Yours very truly,

CONNELLSVILLE CONSTRUCTION CO.
(Signed) J. Fred Knotz, Secy. and Treasurer.

This booklet, "The Home Beautiful," with its linen finish cover, India tint pages, half-tone illustrations, Cheltenham type and brown ink, is a decidedly attractive piece of printing. I wish there were room here for the good talks it contains, under the headings of "The Ideal Home," "Financial Assistance," "General Contracting and Repairing," "Building Supplies," "Painting," and "Building Lots." I'm going to reprint the introductory talk, right here, just to show the sensibly earnest style that characterizes the entire text:

THE IDEAL HOME.

It takes more than four walls and a roof to make a home. One is apt to think, with a home actually secured, it would be an easy matter to give comfort to it. But it is really a difficult matter, this of comfort giving, involving not only a knowledge of building and furnishing, but a knowledge of human nature and individual idiosyncrasies as well. What would be comfort for one might be the very reverse of comfort for another.

Comfort does not merely mean the having of easy chairs and easy beds. Coziness is comfort, and homelikeness is comfort, and an air of completeness and serenity is comfort.

We study your needs, and build accordingly. We plan to save needless steps, to arrange the rooms for convenience, to provide the small features that make the house modern and complete, and transform it from an ordinary dwelling into a charming home.

A mere man, blissfully ignorant of the exacting requirements of labor-saving features for the kitchen, often fails to remember the immense help and comfort a closet for the broom and sweeper, a shelf for the scrubbing buckets, a rack for the scouring

soap and polishes, or a disappearing bin for the flour would be to the busy housewife.

We have built too many houses after the ideas of excellent housekeepers to be ignorant of these requirements. Nor do we stop with the kitchen, but arrange the bed rooms, sewing room, bath room, and each room of the house to make a harmonious and clever whole. Strength and beauty are combined. The work we do is done to last; the materials are sound and good; the workmanship skilled and finished.

The kind and size of work we have done (since incorporated under the laws of Pennsylvania in February, 1903, with an authorized capital of \$50,000) has ranged from a common four-room house to some of the largest and handsomest structures in this vicinity (and here follows a list of them).

Then at the end of each subdivision are little paragraphs in narrower measure on the importance of providing for the family by leaving them a home, on the firm's exceptional facilities for placing small loans with home-builders, etc., and under each cut of a house is an appropriate paragraph like this:

"No 'ginger bread,' just a good, substantial dwelling. No wasted space; all rooms of comfortable size and well arranged. One of the most desirable types for the man of moderate means."

Yes, I think the cuts do help some.

Conveys the Idea of Stability. From the Pittsburg (Pa.) Dispatch.

Buy Seasoned Bonds

We offer a choice line of car trust, traction, industrial and other bonds at prices to yield 4½ to 6 per cent.

Interest charges and sinking fund requirements have been met for such a length of time as to indicate that these issues are thoroughly seasoned.

They were all bought by this bank as an investment, after careful examination, and are recommended by its officers.

Ask for particulars.

MELLON NATIONAL BANK,

514 Smithfield Street,
409 Fifth Avenue,
Pittsburg, Pa.

Every retailer of meats who has a well-appointed market and the ambition to present it at its best in print, should write to John A. Becker, 135 South street, Utica, N. Y., enclosing several two-cent stamps for a copy of a booklet which Mr. Becker issued some time ago. It contains four full-page ($4\frac{1}{4} \times 6\frac{1}{2}$) half-tones and less than 200 words, the half-tones on right-hand and the text on left-hand pages, with only two or three short paragraphs in the upper left-hand corner, and the effect is one of easy reading and liberality. The first half-tone shows the store front, with meats of various kinds in the windows, and the caption "An Ideal Market," down in the corner. The second shows the "Refrigerated case, no flies;" the meats showing through the glass front. The third is a general view of "The finest and cleanest market in the State," which is easy to believe after looking at the picture, and the fourth illustrates the clean-looking rows of hooks and marble-top meat tables, extending the invitation to "Call and inspect, any time." Comparatively few dealers can make such an attractive showing, but those who can should do so, for the pictures alone convey the idea of quality and cleanliness, and constitute in themselves a strong selling argument. The booklet was bound with a flap, which was folded over on the front cover and sealed with a red paper seal, the whole being mailed under a one-cent stamp.

Strong Argument, Briefly Made.

A Title Insurance Policy

will facilitate the sale of that property which you are unable to dispose of.

The cost is small—the protection great.

Issued only by

**THE GUARANTEE TITLE
& TRUST CO.,**
Chamber of Commerce
Building,
Cleveland, Ohio.

*A Sensible Argument. From the
Brockton (Mass.) Daily Enterprise.*

IT

costs more to have a dark store than a light one. Light is cheerful—attractive. People turn naturally to the brightly lighted store. It

DOESN'T

pay to stock up your store with first-class goods and not be able to show them to good advantage on account of a poorly lighted store. Your

COST

of maintaining your store goes on just the same whether you are selling the goods or not. We can show you

A

dozen arc lighted stores in Brockton, and you can see for yourself just what a smooth, even, brilliant, light the new lamp gives. Except sunlight, it is the best light in the world for showing goods. The arc light shows colors just as they are. Every other artificial light is deceptive—you can't match colors by any of them. A

CENT

spent for a postal will call one of our representatives to give you the benefit of his experience and training in the proper lighting of stores.

EDISON ELECTRIC ILLUMINATING CO.,
of Brockton, Mass.

From the Washington (D. C.) Evening Star.

Garden Tools.

Best-make Garden Tools at moderate prices.

We have the largest and the best stock of Garden Tools shown in Washington. Our prices are most reasonable.

When you are ready to put the flower and vegetable garden in shape come here for the tools.

Garden Rakes, 20c. up.
Garden Spades, 50c. up.
Garden Trowels, 10c. up.
Garden Hoes, 20c. up.
Pruning Knives, 30c. up.

BARBER & ROSS,
11th and G. Streets,
Washington, D. C.

"A Different Hat Every Day." Happy Thought. Would Make a Good Headline. From the Scranton (Pa.) Tribune.

The Soft Hat.

Turn up the brim in front, behind or at the side. Your soft hat lends itself to every mood. Telescope the top or punch it in. A different hat every day. Becoming to almost every man. If you are a soft hat man already you'll appreciate our showing. If you're not, come in and be converted.

Knox, \$5. Rovere, \$3.
Stetson, \$4. Stag, \$2.
Spring Footwear.

SAMTER BROS.,

Hat Shop,
Scranton, Pa.

A Pertinent Question That Will Hit Some Property Owners at the Psychological Moment. From the Leavenworth (Kan.) Times.

Roof Leak?

Spring rains find many a leak. Just 'phone us and a good workman will be at your house in a short time. Don't wait until the water has ruined paper and plaster. Or how would you like to have us estimate the small cost for a steel ceiling and wainscoting in your vestibule or dining room. Good work and not expensive.

**LEAVENWORTH
CORNICE WORKS,
P. W. Nicola, Prop.,
'Phones, Bell 165; Home 865.
119 N. Fifth Street,
Leavenworth, Kan.**

It's a Good Thing to Have the New Things and Tell About Them. From the Kansas City Star.

Just in— Women's New Pocket Shirts.

And they are sure to meet with popular favor. Made of fine quality Anderson's madras, white ground with colored stripes in red, black, blue and violet. Manish laundered collar and cuffs. Special to-morrow, \$1.48.

Third Floor.

**EMERY, BIRD, THAYER,
Kansas City, Mo.**

Getting Down to Cases.

Gas Bill of \$3.55 Reduced to \$1.35

By G. H. Burners.

Mr. C. F. Giffen, 922 W. Ninth St., has been using G. H. Burners for the past two months, saving \$2.20 each month on his gas bills.

Geo. Sibler, 714 Laurel St., using G. H. Burners on 8 lamps and stove, paid \$1.20 for March and 98c. for April.

G. H. Burners are the only gas burners having a spreader. They give satisfactory results on both natural and artificial gas. Burners, 35c.; Lamps, complete, 65c. and up.

This is what we have done for them, and can do the same for you. We have sold the G. H. Burner for four years under this guarantee to reduce gas bills and use fewer mantles and chimneys, or refund money. We have never taken back one.

**QUEEN CITY LIGHT
AND SUPPLY CO.,
928 Freeman Avenue,
Cincinnati, Ohio.
'Phone W. 407.**

Jno. Creppel 2460 Eastern
Avenue, and
Jos. Faller, 1600 Elm St.

A Good Ad, Excepting the Heading, Which is Misleading. From the Baltimore (Md.) Sun.

Real Southern Strawberries.

Strawberries are one of the Fresh Natural Fruit Flavors used by us in making up the most delicious of all things—Rich Ice Cream.

Over Twenty-five Sorts of Ice Creams, Water Ices and Sherbets to select from.

High-grade Milk and Cream. Milk and Cream that absolutely cannot be equaled in all Baltimore for quality and purity.

Call us up and give us a trial order, and then you will have made yourself our customer for life.

**PIKESVILLE DAIRY CO.,
1507 to 1513 Argyle Ave.,
Baltimore, Md.
Both 'Phones.**

NOW READY
ROWELL'S
American Newspaper
====Directory=====
1908 Edition

The book has been carefully revised, and is the only work published which contains complete and accurate information, brought down to January 1, 1908, regarding the newspapers and periodicals of the United States and Canada. The present volume is the Fortieth Annual Edition that has been issued, each under the personal supervision of Mr. George P. Rowell.

The price of the Directory is \$10.00, expressage prepaid.

THE PRINTERS' INK PUBLISHING CO.
10 Spruce Street, New York